

QP CODE 2055525404

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# DMI-ST. EUGENE UNIVERSITY

ZAMBIA

DEGREE EXAMINATION – JUNE 2024

Semester: V 552 MG 012 ADVERTISING & SALES PROMOTION

Time: 3:00 Hours

Max. Marks: 100

Answer any FIVE Questions (5 x 20 = 100 Marks)

1. a) What is the purpose of an Advert?(2 Marks)  
b) List 4 reasons as to why advertisement is needed? (4 Marks)  
c) What is the importance of measuring the effectiveness of advertising? (10 Marks)  
d) What are the means by which an advertising message gets to the consumers? (4 Marks)
2. a) Define communication strategy. (2 Marks)  
b) With an example, explain the DAGMAR model. (12 Marks)  
c) Elaborate on the functions of advertising. (6 Marks)
3. a) What is meant by the term “Mascot”? (2 Marks)  
b) As a business owner that’s seen value in advertising, why is it vital to measure its effectiveness? (12 Marks)  
c) What do non- business values signify to non-business organizations? (4 Marks)  
d) Define Brand Equity. (2 Marks)
4. a) What is meant by surrogate selling? (2 Marks)  
b) What tools are used for consumer oriented sales promotion? Elaborate. (6 Marks)  
c) Explain the various basis/ methods upon which a sales budget is made. (12 Marks)
5. a) At what two intervals is the measurement of advertising done? (2 Marks)  
b) What role does custom and culture play in advertising? (6 Marks)  
c) Elaborate on the pre-testing methods used to evaluate advertising. (12 Marks)

6.
  - a) What is “house” advertising agency? **(4 Marks)**
  - b) Elaborate on the different classifications of advertising. **(12 Marks)**
  - c) Briefly explain on the 3 types of product advertising. **(4 Marks)**
7.
  - a) What is meant by product placement advertisement? **(2 Marks)**
  - b) What characteristics by which different media outlets can be assessed? Explain **(12 Marks)**
  - c) Briefly explain on the 3 methods used to determine a sales budget. **(6 Marks)**