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# DMI-ST. EUGENE UNIVERSITY

ZAMBIA

DEGREE EXAMINATION – JUNE 2024

Semester: VII

550 MG 012 ADVERTISING & SALES PROMOTION

Time: 3:00 Hours

Max. Marks: 100

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

1. a) Why are Adverts relevant? (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) Explain the term "media scheduling". (2 Marks)  
b) Explain the stages of AIDA model. With an example. (12 Marks)  
c) Write short notes on the methods that can be used for an advertisement budget. (6 Marks)
3. 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)
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? (2 Marks)  
b) Elaborate on the different classifications of advertising. (12 Marks)  
c) Briefly explain on the 3 types of product advertising. (6 Marks)
7. a) Define personal selling. (2 Marks)

- b) List at least 2 techniques used to measure attitude change of consumers in response to an advertisement. **(2 Marks)**
- c) How would you evaluate the effects of advertising on the purchase behavior of the consumer, as the head of an advertising campaign? **(4 Marks)**
- d) Elaborate on the advantages and disadvantages of non-personal selling. **(12 Marks)**