



**Institute of Management  
JK Lakshmipat University  
Jaipur  
MID TERM – I EXAMINATION, 2019**

BBA/ B. Com (H), Sem-IV  
MM: 20 Marks

**Course:** Advertising and Sales Management  
**Time:** 90 Minutes  
**Subject code:** MK09

Instructions: Attempt any four questions. All questions carry equal marks.

Q1. Define the role of public relations as an IMC tool. Give example of a company that has integrated public relations in its communications strategy. Was the company able to achieve desired results? (5 Marks)

Q2. Give examples of advertisements for each of the message appeals and execution styles that have been discussed during classes. Change the appeal and style of any two of these advertisements to have an increased impact. (5 Marks)

Q3. Why do marketing managers attach so much importance to integrated marketing communications? Choose a well-known brand and discuss how it uses IMC to give consistent messages. (5 Marks)

Q4. Define some of the factors that contribute to the negative impact of 'Personal Selling'. What can be done to improve salesman's image? (5 Marks)

Q5. (a) 'Promotion and Sales Promotion are two terms that often create confusion in the advertising and marketing fields'. Clarify the distinction between these two terms. (2 Marks)

(b) Design a coupon for the product of your choice. (3 Marks)