

KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION, 2009: AFFILIATED COLLEGES
ADVERTISING & PROMOTION: BA (M)-652
MBA -IV

Time Allowed: 03 Hours
Max Marks: 60

Date: July 7, 2009

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

- Q.No.1.** Discuss the critical importance of creativity in advertising and describe as to how creative thinking comes about.
- Q.No.2.** Elaborate upon the various types of advertising appeals that can be used in an advertisement. What does an advertising appeal attempt to accomplish.
- Q.No.3.** What role do elements and principles of design play in creating an effective ad? Examine each of the factors in detail.
- Q.No.4.** What is the difference between consumer and trade promotion? When and why will you use each of them with the available options?
- Q.No.5.** What is an ad campaign? What different strategies have to be looked into in its preparation?
- Q.No.6.** Can cell phones be used as an advertising medium? If so will they be cost effective. Elaborate their limitations.

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FINAL EXAMINATION: AFFILIATED COLLEGES
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Date: January 21, 2009
Max Marks: 60

Time Allowed: 3 Hours

Instructions: Attempt any five questions..

- Q.No.1.** How will you put copy and artwork together in a print ad? Elaborate the different types of formats that you can use.
- Q.No.2.** How do advertising people come up with innovative ideas? Discuss the various steps involved in arriving at this objective.
- Q.No.3.** What challenges does a media planner face? How is the marketing plan related to the media plan?
- Q.No.4.** Discuss the role of segmentation in advertising and its objective. Give examples of products which are using segmentation in their advertising approach.
- Q.No.5.** What are the different psychographic factors that influence buyer behavior? Elaborate in brief.
- Q.No.6.** Elaborate the advantages and disadvantages of print and electronic media. In what situation will each be given an emphasis?

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UNIVERSITY OF KARACHI
FINAL EXAMINATION, JUNE-2008: AFFILIATED COLLEGES
ADVERTISING & PROMOTION: BA (M)-652
MBA -IV

Date: July 07, 2008
Max Marks: 60

Time Allowed: 3 Hours

Instructions: Attempt any five questions.

- Q.No.1.** There are conflicting views on whether advertising is good or bad for the society. Discuss the various issues which are involved in this debate.
- Q.No.2.** Distinguish between perception, awareness, understanding and persuasion as factors creating advertising impact.
- Q.No.3.** What are the factors on which advertising appeals logical or emotional are based? Give a brief description of each.
- Q.No.4.** The advertising agency is considered as the invisible partner for the advertiser. How does the agency perform its functions?
- Q.No.5.** In case you are assigned the job of an Art Director in an advertising agency, how will you arrive at the advertisement design? Also elaborate the possible formats that could be used for this purpose.
- Q.No.6.** It said that buying behavior of consumers is affected by their attitude, personality and lifestyle. Comment in detail on this statement.