

APPEARANCE OF MOBILE PHONE(S) / SMART DEVICE(S) SUBJECT TO CONSIDERED AS AN ACT OF CHEATING

College Name: _____

Student Name: _____ Seat No: _____

Copy No: _____

**KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION, JUNE 2015; AFFILIATED COLLEGES
ADVERTISING & PROMOTION; BA (M)-652 (PART B)
MBA – IV**

Date: June 27, 2015

Max Time: 2 Hrs

Max Marks: 30

INSTRUCTIONS:

- 1. Attempt any 5 questions. Do not write anything on the question paper.**
- 2. Mobile Phones or any other communicating device will not be allowed in the examination room. Students will have to remove the batteries of these devices before entering the examination hall.**

- Q1. Explain the role of consumer perception process in pretest and posttest advertising research.
- Q2. Discuss advertising strategy and develop an advertising campaign for (Television)? Product category: Choose Any One
1. Cooking Oil 2. Shampoo 3. Car
- Q3. Give a brief comparison of Print and Electronic Media and develop 5 punch lines for Tetley Tea Bags.
- Q4. Explain creativity process and its role in advertising campaigns.
- Q5. Explain advertising sterns model with respect to marketing mix.
- Q6. Define advertising planning process and what are the key factors involved in setting advertising budgets.

END OF SUBJECTIVE PAPER