

College Name: \_\_\_\_\_

Student Name: \_\_\_\_\_ Father's Name: \_\_\_\_\_

Copy No: \_\_\_\_\_

**KARACHI UNIVERSITY BUSINESS SCHOOL  
UNIVERSITY OF KARACHI  
FINAL EXAMINATION JUNE 2016; AFFILIATED COLLEGES  
ADVERTISING & PROMOTION; BA (M) – 652  
MBA – IV**

**Date: July 23, 2016**

**Max Time: 3 Hrs**

**Max Marks: 60**

**INSTRUCTIONS:**

- 1. Attempt any 5 questions. Do not write anything on question paper.**
- 2. Mobile phone(s) 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 Briefly explain the framework for advertising planning & decision making.

Q2 a) Explain the different types of media through which we get information without spending money?  
b) What are the advantages and drawbacks of using personal selling as a promotional tool?

Q3 Define advertising research process and creativity Process?

Q4 Discuss the advantages and disadvantages of print and broadcast media?

Q5 Briefly explain the following promotional strategy options:

1. Word of mouth
2. Publicity
3. Sampling
4. Discounting

Q6 Describe the buyer/consumer decision making process in details.

**END OF EXAM PAPER**