



DRAVIDIAN UNIVERSITY
DIRECTORATE OF DISTANCE EDUCATION

Kuppam-517426

II YEAR MBA ASSIGNMENT

Paper MM 207: ADVERTISING AND SALES PROMOTION

Answer any three questions

3X10=30

1. Explain the industrial advertising in India.
2. What factors influencing the advertising budget allocation?
3. Explain the legal frame work of advertising?
4. Elaborate the industrial sales promotion in India?
5. What is sales promotion? Explain role, objective and functions of sales promotion.