

CS/BBA(H)/Even/Sem-6th/BBA-602/2015



WEST BENGAL UNIVERSITY OF TECHNOLOGY

BBA-602

MARKETING MANAGEMENT-III

Time Allotted: 3 Hours

Full Marks: 70

The questions are of equal value.

The figures in the margin indicate full marks.

Candidates are required to give their answers in their own words as far as practicable.

GROUP A

(Multiple Choice Type Questions)

1. Answer any *ten* questions. 10×1 = 10
- (i) Which of the following factor(s) is/are to be considered while setting the Advertising budget?
- (A) stage in the PLC
(B) market share and consumer base
(C) advertising frequency
(D) all of these
- (ii) A person, group or organization that confers a meaningful message and wants to share with a receiver or an audience is a
- (A) medium of transmission (B) source
(C) relay channel (D) decoder
- (iii) Advertising is a process of
- (A) promotion (B) public relation
(C) sales promotion (D) none of these

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- (iv) USP means
(A) Unique Selling Proposition (B) Unique Selling Product
(C) United Selling Project (D) Unique Sales Promotion
- (v) Consumer sweep takes is a form of
(A) advertisement (B) sales promotion
(C) publicity (D) personal selling
- (vi) The stages of response in the innovation adoption model is
(A) Attention-Interest-Evaluation-Trial
(B) Awareness-Interest-Evaluation-Trial-Adoption
(C) Awareness-Interest-Demonstration-Action
(D) Trial-Interest-Evaluation-Adoption
- (vii) Advertising is any paid form of non-personal presentation and promotion of ideas, goods and services by
(A) A well wisher (B) An Identified
(C) the Customers (D) all of them
- (viii) In the message generation stage of developing an advertising program, creative people tend to use
(A) inductive framework (B) deductive framework
(C) both (A) and (B) (D) none of these
- (ix) Consumer promotion supports
(A) pull strategy (B) push strategy
(C) both (A) and (B) (D) none of these
- (x) Marketers can enhance the consumers' ability to access knowledge structures by
(A) using loud music
(B) using colourful ads
(C) employing verbal framing
(D) repeating brand information

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- (xi) In which type of Media Scheduling, the continuity is maintained as a base throughout but during certain periods the level of advertising is stepped up?
- (A) flighting (B) pulsing
(C) bunking (D) none of these
- (xii) In which of the following methods of Advertising Budget, an advertiser takes into consideration a percentage of either past or anticipated sales?
- (A) Unit Sales Method
(B) Anticipated Sales Method
(C) Competitive Sales Method
(D) Percentage of Sales Method

GROUP B
(Short Answer Type Questions)

Answer any *three* questions.

3×5 = 15

2. Discuss the different types of consumer advertising.
3. Differentiate between pull and push strategies.
4. What is the role of Integrated Marketing Communication Process?
5. Discuss in brief the major trade oriented promotions.
6. Mention promotional strategies for the following products/services(any two):
(i) Bisk Farm Biscuit
(ii) TATA Nano
(iii) Apollo hospitals.

2.5×2=5

GROUP C
(Long Answer Type Questions)

Answer any *three* questions.

3×15 = 45

7. What do you mean by “ad agency”? What is its role in promoting a product or a service? What are the different types of ad agencies? Describe the different methods of agency compensation? 2+4+5+4
8. (a) What is creativity? Briefly discuss about the creative process. 6+5+4
(b) Write a short note on USP Theory of creativity.
(c) What are the different types of Advertising appeals used in advertising themes?
9. What is DAGMAR approach? Describe the communication tasks based on the hierarchical model in detail. 6+9
10. (a) Explain the concept of advertising ethics. 6+4+5
(b) Do you think surrogated advertisements violate advertising ethics?
(c) State the role of ASCI towards regulating the advertising industry.
11. (a) Write in detail the steps involved in the Media Planning Process. 7+5+3
(b) What important factors should be considered in market analysis in developing media plan?
(c) Explain programme rating and how it is calculated.