## MARKETING MANAGEMENT – III (SEMESTER - 6)

## CS/BBA (H)/SEM-6/BBA-602/09 Signature of Invigilator Reg. No. ...... Signature of the Officer-in-Charge Roll No. of the Candidate CS/BBA (H)/SEM-6/BBA-602/09 **ENGINEERING & MANAGEMENT EXAMINATIONS, JUNE - 2009** MARKETING MANAGEMENT – III ( SEMESTER - 6 ) Time: 3 Hours 1

### **INSTRUCTIONS TO THE CANDIDATES:**

- This Booklet is a Question-cum-Answer Booklet. The Booklet consists of 32 pages. The questions of this 1. concerned subject commence from Page No. 3.
- 2. In **Group - A**, Questions are of Multiple Choice type. You have to write the correct choice in the box provided against each question.
  - For Groups B & C you have to answer the questions in the space provided marked 'Answer h) Sheet'. Questions of Group - B are Short answer type. Questions of Group - C are Long answer type. Write on both sides of the paper.

[Full Marks: 70

- Fill in your Roll No. in the box provided as in your Admit Card before answering the questions. 3
- Read the instructions given inside carefully before answering. 4.
- You should not forget to write the corresponding question numbers while answering. 5.
- Do not write your name or put any special mark in the booklet that may disclose your identity, which will render you liable to disqualification. Any candidate found copying will be subject to Disciplinary Action under the relevant rules.
- 7. Use of Mobile Phone and Programmable Calculator is totally prohibited in the examination hall.
- You should return the booklet to the invigilator at the end of the examination and should not take any 8. page of this booklet with you outside the examination hall, which will lead to disqualification.
- Rough work, if necessary is to be done in this booklet only and cross it through

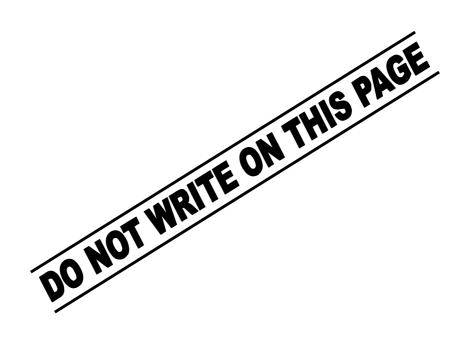
	FOR	OF	FICE	e Us	SE /	EV	AL	UAT	'IOI	1 OI	ILY		
				Ma	rks	Obta	aine	d					
	Group	– <b>A</b>					Gro	up –	В	Gro	oup – C		
Guestion												Total	Examiner's
Number												Marks	Signature
Marks													
Obtained													

Head-Examiner/Co-Ordinator/Scrutineer

6692 (05/06)









Full Marks : 70

# ENGINEERING & MANAGEMENT EXAMINATIONS, JUNE - 2009 MARKETING MANAGEMENT - III

**SEMESTER - 6** 

Time: 3 Hours]

## ( Multiple Choice Type Questions )

**GROUP - A** 

1.	Cho	ose th	e correct alternatives for the fol	llowing	:	10 × 1 = 10
	i)	In tl	ne communication process deco	oding is	s done by	
		a)	sender	b)	receiver	
		c)	message creator	d)	media.	
	ii)	The	message of National Advertisin	g is		
		a)	Buy at our store	b)	Buy our brand	
		c)	Buy brand "B" at our store	d)	none of these.	
	iii)		advertising is directed to	ward p	eople who are not the final o	consumers.
		a)	Trade	b)	Industrial	
		c)	Institutional	d)	professional.	
	iv)	The	qualitative value of an exposur	e throu	igh a given medium is know	n as
		a)	reach	b)	frequency	
		c)	impact	d)	none of these.	
	v)	Ann	ual reports & charitable donati	ons are	e	
		a)	direct marketing	b)	public relations	
		c)	sales promotion	d)	none of these.	
	vi)	Ren	ninder advertising becomes imp	ortant	in a product's	
		a)	introduction stage	b)	growth stage	
		c)	maturity stage	d)	decline stage.	



vii)	Adve	ertising Agencies normally earns 15% commission from		
	a)	customers b) government © Utech		
	c)	clients d) media houses.		
viii)	One	of the techniques of consumer sales promotion is		
	a)	Trade coupons b) Sales manuals		
	c)	Price discounts d) Off invoice allowance.		
ix)	Whi	ch of the following are all tools of marketing communication?		
	a)	Advertising, Sales promotion, Publicity, Personal selling and Public relations		
	b)	Product, Price, Place and Promotion		
	c)	Product, Promotion, Advertising and Selling		
	d)	Product, Packaging, Pricing and Advertising.		
x)	Copy	y writer is a person working in an Advertising Agency in the		
	a)	Account Management Department		
	b)	Finance Department		
	c)	Media Department		
	d)	Creative Department.		
		GROUP – B		
		(Short Answer Type Questions)		
		Answer any <i>three</i> of the following questions. $3 \times 5 = 15$		
Wha	t are 1	the goals of advertising? Discuss the "Five M theory" of advertising.		
Wha	t are t	the different types of sales promotion schemes?		
State the role of ethics in advertising.				

6692 (05/06)

What is surrogate advertising?

Write down the objectives of sales promotion.

2.

3.

4.

5.

6.



## **GROUP - C**

## (Long Answer Type Questions)

Answer any three of the following questions

 $3 \times 15 = 45$ 

- 7. a) Discuss the various steps involved in media planning.
  - Explain how media planning would differ for various product categories.
     Illustrate your answer by selecting one product from consumer durable.
     8 + 7
- 8. a) What do you mean by "Measuring advertising effectiveness"?
  - b) Discuss briefly some basic methods for testing Ad's effectiveness. 5 + 10
- 9. What do you understand by marketing communication-mix? Briefly explain steps in developing effective communication. 5+10
- 10. What are the different approaches for allocation of advertising budget?
- 11. Recommend the most suitable Advertising appeal/appeals and media vehicles for the following products/services :  $5 \times 3$ 
  - a) Soft drink
  - b) Life Insurance policy
  - c) Alcoholic beverage
  - d) Business School
  - e) Fairness cream for men.

**END**