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ENGINEERING & MANAGEMENT EXAMINATIONS, JUNE – 2009
MARKETING MANAGEMENT – III
SEMESTER – 6



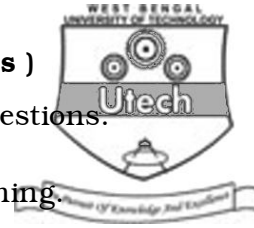
Time : 3 Hours]

Full Marks : 70

GROUP – A

(Multiple Choice Type Questions)

1. Choose the correct alternatives for the following : 10 × 1 = 10
- i) In the communication process decoding is done by
- a) sender b) receiver
- c) message creator d) media.
- ii) The message of National Advertising 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 toward people who are not the final consumers.
- a) Trade b) Industrial
- c) Institutional d) professional.
- iv) The qualitative value of an exposure through a given medium is known as
- a) reach b) frequency
- c) impact d) none of these.
- v) Annual reports & charitable donations are
- a) direct marketing b) public relations
- c) sales promotion d) none of these.
- vi) Reminder advertising becomes important in a product's
- a) introduction stage b) growth stage
- c) maturity stage d) decline stage.

**GROUP – C****(Long Answer Type Questions)**Answer any *three* of the following questions.

3 × 15 = 45

7. a) Discuss the various steps involved in media planning.
- b) 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 × 3
- a) Soft drink
- b) Life Insurance policy
- c) Alcoholic beverage
- d) Business School
- e) Fairness cream for men.

END