



Name : .....

Roll No. : .....

Invigilator's Signature : .....

**CS/BBA(H)/SEM-6/BBA-602/2010  
2010**

**MARKETING MANAGEMENT – III**

Time Allotted : 3 Hours

Full Marks : 70

*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. Choose the correct alternatives for any *ten* of the following :  
 $10 \times 1 = 10$ 
  - i) A large oil company runs advertisements that show how its employees are involved in the community development activities. This is an example of
    - a) informative advertising
    - b) institutional advertising
    - c) comparative advertising
    - d) reminder advertising.
  - ii) Which of the following factors is designed in the advertising message to prompt the audience to take an action, leading to purchase ?
    - a) Message content
    - b) Message format
    - c) Message structure
    - d) Message meaning.



- iii) Newspaper, television, radio collectively constitute the most appropriate media for
  - a) a new product to be introduced in the market
  - b) demonstration of product and service
  - c) building goodwill of company
  - d) none of these.
- iv) DAGMAR approach is related to
  - a) advertising media      b) advertising message
  - c) advertising objective      d) none of these.
- v) In the advertising process, client is the
  - a) advertising agency      b) advertiser
  - c) media organisation      d) interactive agency.
- vi) Advertising is a process of
  - a) promotion      b) public relation
  - c) sales promotion      d) none of these.
- vii) USP means
  - a) unique selling proposition
  - b) unique selling product
  - c) united selling project
  - d) unique sales promotion.
- viii) Consumer sweep takes a form of
  - a) advertisement      b) sales promotion
  - c) publicity      d) personal selling.
- ix) Catalogue is a form of
  - a) press advertising
  - b) outdoor advertising
  - c) direct mail advertising
  - d) visual advertising.



- x) After-sales service is a form of
- a) wholesaler's sales promotion programme
  - b) customer's sales promotion programme
  - c) dealer's sales promotion programme
  - d) manufacturer's sales promotion programme.
- xi) The qualitative value of an exposure through a given medium is known as
- a) reach
  - b) frequency
  - c) impact
  - d) none of these.
- xii) ..... is concerned with timing the insertion of advertisement in the selected media.
- a) Scheduling
  - b) Coordination
  - c) Motivation
  - d) Media selection.

**GROUP – B**

**( Short Answer Type Questions )**

Answer any *three* of the following.  $3 \times 5 = 15$

2. What are the steps involved in the preparation of advertising budget ?
3. Point out the differences between advertising and sales promotion.
4. What are the components of an advertising copy ?
5. Discuss the significance of the AIDA model in advertising.
6. Discuss the '5 M theory' of advertising in brief.



**GROUP – C**

( Long Answer Type Questions )

Answer any *three* of the following.  $3 \times 15 = 45$

7. a) What is meant by effectiveness of an advertisement ?  
b) Discuss briefly the major methods of measuring advertising effectiveness.
8. a) What is media planning ? Discuss the advantages and disadvantages of the different types of media. 6  
b) What is display advertising ? Explain with examples its different types. 6  
c) What are the factors to be considered for selecting an advertising agency ? 3
9. a) What is sales promotion ? Explain its objectives. 4  
b) Discuss the different consumer sales promotion tools. 6  
c) What are some of the relevant social aspects which should be considered in developing advertising strategy ? 5
10. a) Discuss the Lavidge and Steiner's hierarchy of effects model. 5  
b) Distinguish between 'Top Down' and 'Build Up' approaches to formulation of advertising budget. 4  
c) Explain the different stages in advertising planning. 6
11. a) Explain the features of the following mass media used in advertising :  
TV, Newspapers and Radio. 3 + 3 + 3  
b) If you are the brand manager of an FMCG company, how would you implement consumer sales promotion scheme ? 6