



Name : .....  
Roll No. : .....  
Invigilator's Signature : .....

**CS/BBA (H)/SEPARATE SUPPLE/SEM-6/BBA-602/2011**

**2011**

**MARKETING MANAGEMENT - III**

Time Allotted : 3 Hours

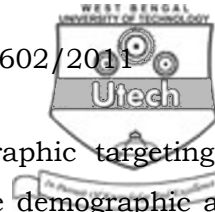
Full Marks : 70

*The figures in the margin indicate full marks.  
Candidates are required to give their answers in their own words  
as far as practicable.*

**SECTION - A**

**( Multiple Choice Type Questions )**

1. Choose the correct alternatives for the following  $10 \times 1 = 10$ 
  - i) All the following are advertising coverage except,
    - a) Geographic coverage
    - b) Psychographic coverage
    - c) Action coverage
    - d) Audience coverage.
  - ii) All marketing activities that attempt to stimulate quick buyer action or immediate sales of a product are known as \_\_\_\_\_.
    - a) Sponsorship
    - b) Advertising
    - c) Personal selling
    - d) Sales promotion.



- iii) The premise underlying geo-demographic targeting is that people who \_\_\_\_\_ also share demographic and lifestyle similarities.
- a) are in the same income category
  - b) reside in similar areas
  - c) are of the same age
  - d) are of the same gender.
- iv) The process of translating thought into a symbolic form is known as \_\_\_\_\_.
- a) Encoding
  - b) Feedback
  - c) Noise
  - d) Decoding.
- v) A detergent that advertises how clean it gets clothes is appealing to the \_\_\_\_\_ consumer need.
- a) Functional
  - b) Symbolic
  - c) Utilitarian
  - d) Experiential.
- vi) By definition, \_\_\_\_\_ simply means that consumers come in contact with the marketer's message.
- a) Perception
  - b) Exposure
  - c) Attention
  - d) Interpretation.
- vii) Which of the following is NOT a requirement for setting advertising objectives ?
- a) Objectives must specify the amount of change
  - b) Objectives must be stated in terms of profits.
  - c) Objectives must be realistic.
  - d) Objectives must be clear and in writing.



- viii) A strength of radio advertising is \_\_\_\_\_.
- a) the ability to reach prospective customers on a personal and intimate level
  - b) low cost per thousand
  - c) short lead-times
  - d) all of these.
- ix) Which of the following is NOT a problem with television advertising ?
- a) erosion of television viewing audiences
  - b) clutter
  - c) inability to achieve impact
  - d) substantial audience fractionalization.
- x) A clothing store that sets their advertising budget by following the major competitor and adding an additional 15 percent is using the \_\_\_\_\_ method.
- a) competitive parity      b) arbitrary allocation
  - c) objective-and-task      d) percentage-of-sales.

### SECTION - B

#### ( Short Answer Type Questions )

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

2. Discuss the basic model of communication.
3. What do you mean by an advertising copy ? What are the attributes of an effective advertising copy ?
4. How are advertising motives classified ? Discuss.
5. What do you mean by 'Institutional Advertising' ? Explain with suitable example.
6. Differentiate between public relations and advertising.



**SECTION - C**

**( Long Answer Type Questions )**

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

7. a) What is an advertising copy ? 2  
b) Discuss some of the attributes of an effective copy. 3  
c) Explain in details the components of an advertising copy. 10
8. a) Differentiate between buying motives and selling points. 2  
b) Discuss the different types of advertising appeals with suitable examples. 10  
c) Explain the process of visualization. 3
9. a) Discuss briefly the different steps involved in advertising campaign planning process. 8  
b) What is media scheduling ? Discuss the different methods of media scheduling. 2 + 5
10. 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
11. a) 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