Name :	
Roll No. :	A Data (Y Example Part Coplant)
Invigilator's Signature :	

CS/BBA(H)/SEM-6/BBA-602/2012 2012 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) ..... is an effort to make available certain information to the public
  - a) Advertising b) Marketing
  - c) Sales promotion d) Publicity.
- ii) In AIDA Concept 'D' stands for
  - a) Desire b) Defect
  - c) Defend d) Decision.
- iii) A.A.A. stands for
  - a) American Advertising Agencies Association
  - b) Asian Advertising Agencies Association
  - c) African Advertising Agencies Association
  - d) none of these.

[ Turn over

CS/BBA(H iv)		M-6/BBA-602/2012 is an indoor a	dver	tising media.
	a)	Posters	b)	Sky-writing
	c)	Electric signs	d)	
v)	is an outdoor advertising media.			
	a)	Painted displays	b)	Radio media
	c)	Press media	d)	Film media.
vi)		dlines and slogan of a ten by	adver	tisements are generally
	a)	Account director	b)	copywriter
	c)	art director	d)	layout artist.
vii)		ch one of the follow sumer sales promotion	0	is the techniques of
	a)	Trade coupons	b)	Sales manuals
	c)	Price discounts	d)	Off invoice allowance.
viii)	Advertisements in newspapers that uses copy, visuals and illustrations are known as			
	a)	Classified ad	b)	POP ad
	c)	Tender ad	d)	Display ad.
ix)	"Bu	y one get one free" is a ,	/ an	
	a)	advertising	b)	sales promotion
	c)	publicity	d)	PR.
X)		rmative advertising rel duct life cycle.	ated	with stage of
	a)	introduction	b)	growth
	c)	maturity	d)	decline.

xi) Scheduling ads unevenly or ..... builds awareness that is intended to be carried over to the next advertising period.

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- a) sequencing b) segmenting
- c) hard hitting d) pulsing.
- xii) Ads that are built around dream themes use which types of execution style ?
  - a) Mood or image b) Fantasy
  - c) Slice of life d) Musical.

## **GROUP – B**

## (Short Answer Type Questions)

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

- 2. Elucidate the Hierarchy-of-effects model proposed by Lavidge Steiner. Is the model applicable for a brand of table salt ?
  - 4 + 1

2012

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- 3. Briefly examine the following terms :  $2 \times 2\frac{1}{2}$ 
  - a) reach
  - b) frequency.
- 4. Indicate the comparative merits and demerits of newspaper advertisements.
- 5. a) Advertising is a waste Comment.
  - b) State the chief functions of a salesman. 2 + 3
- 6. Recommend suitable media vehicles for the following products with a reason :

3

- (i) Soft drink
- (ii) Anti-ageing cream
- (iii) Alcoholic beverage
- (iv) Business school
- (v) Slimming capsules.

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(Long Answer Type Questions)

**GROUP - C** 

Answer any three of the following.

7. What do you understand by marketing communication mix ? How is it different from Integrated Marketing Communication ? Elaborate your answer with a diagram.

5 + 10

- 8. a) Define advertising budget.
  - b) Discuss the steps involved in the preparation of advertising budget.
  - c) Discuss any two methods followed by the companies to fix the advertisement budget. 3 + 6 + 6
- 9. a) What is meant by the effectiveness of an advertisement ?
  - b) Examine the major methods employed to measure advertising effectiveness. 5 + 10
- 10. a) What marketing objectives drive sales promotion ?
  - b) Discuss the major trade related tools of sales promotion.
  - c) Recommend sales promotion strategies for the following :
    - (i) a beauty parlour
    - (ii) readymade garments. 4 + 6 + 5

11. Write short notes on any *three* of the following :  $5 \times 3$ 

- a) Role of an advertising agency
- b) Rational and emotional appeal
- c) Media scheduling
- d) Role of source in communication
- e) Difference between advertising and sales promotion.

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