



Name :

Roll No. :

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 × 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.A. stands for
- a) American Advertising Agencies Association
- b) Asian Advertising Agencies Association
- c) African Advertising Agencies Association
- d) none of these.



- xi) Scheduling ads unevenly or builds awareness that is intended to be carried over to the next advertising period.
- 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 × 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
3. Briefly examine the following terms : 2 × 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 :
- (i) Soft drink
(ii) Anti-ageing cream
(iii) Alcoholic beverage
(iv) Business school
(v) Slimming capsules.



GROUP – C

(Long Answer Type Questions)

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

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 × 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.