



Name :

Roll No. :

Invigilator's Signature :

CS/BBA(H)/SEM-6/BBA-602/2013

2013

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)

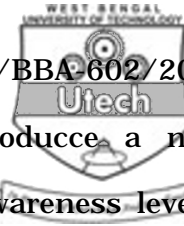
1. Choose the correct alternatives for any *ten* of the following :
 $10 \times 1 = 10$

- i) A person, group, or organisation that confers a meaningful message and wants to share with a receiver or an audience is a
- a) medium of transmission
 - b) source
 - c) relay channel
 - d) decoder.

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- ii) When encoding the message, the source should use signs that have
- a) new and exciting meanings
 - b) different meanings to different people
 - c) contemporary jargon
 - d) meanings that the target market will understand.
- iii) In the Gillette advertisement that claims "Gillette, the best a man can get", Gillette in the communication is
- a) receiver
 - b) transmitter
 - c) decoder
 - d) source.
- iv) During the decoding process, the
- a) intensity of the transmission becomes stronger
 - b) receiver attempts to convert signs into concepts and ideas
 - c) source attempts to convert signs into concepts and ideas
 - d) receiver filters noise from the feedback.



v) If the aim of the promotion to introduce a new consumer product is to achieve high awareness levels, the firm will most likely make heavy use of in the promotional mix.

- a) advertising
- b) sales promotion
- c) personal selling
- d) publicity.

vi) In media scheduling for seasonal product categories, intermittent and irregular periods of intense advertising, alternating with shorter periods of no advertising at all is known as

- a) pulsing
- b) flighting
- c) flickering
- d) none of these.

vii) The first step in Industrial Selling Process is

- a) Pre-approach
- b) Prospecting and qualifying
- c) Presentation and demonstration
- d) Approach.

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viii) Coupon is a form of

- a) Personal selling
- b) Press advertisement
- c) Sales promotional tool
- d) Method of quantity discount.

ix) Basic role of advertising agency is

- a) to promote an ideology of consumption pattern
- b) to measure the marketing mix
- c) both of these
- d) none of these.

x) The qualitative value of an exposure through a given medium is known as

- a) Reach
- b) Frequency
- c) Impact
- d) None of these.



xi) Which of the following is/are the function(s) performed by adverting ?

- a) Awareness building
- b) Comprehension building
- c) Lead generates
- d) All of these.

xii) The strategy that involves the manufacturers using sales force and trade promotion to induce intermediaries to carry, promote and sell the product to end user is called

- a) Pull strategy
- b) Push strategy
- c) Force strategy
- d) None of these.

GROUP - B

(Short Answer Type Questions)

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

2. Explain different factors determining promotion mix.
3. How do you relate audience awareness level and exposure reach and frequency ?

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4. You are asked to prepare an advertising copy for a cell phone service provider to be inserted in the newspaper. Explain the point you will consider in preparing such a copy.
5. What steps would you recommend in determining the optimal advertising budget for your company ?
6. Discuss the needs and importance of measuring the effectiveness of advertising.

GROUP - C

(Long Answer Type Questions)

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

7. a) What is "Integrated Marketing Communication Process" ? How is it superior to traditional communication process ? 9
- b) State and discuss the various roles of an advertising agency. 6
8. a) How is advertising function different from publicity ? 3
- b) How is media different from media vehicle ? 3
- c) How is Body copy different from Headline ? 3
- d) Discuss the role of advertising in promoting economic development. 6



9. a) Define Sales Promotion. 3
- b) State the objectives of Sales Promotion. 3
- c) Name the various consumer sales promotion techniques. 3
- d) Do sales promotion techniques have any limitation ? 3
- e) Differentiate between Sales Promotion and Advertising function. 3
10. a) What is an advertising campaign ? 2
- b) Discuss the various steps involved in developing an advertising campaign. 7
- c) Explain the various factors that influence planning of an advertising campaign with suitable illustrations. 6
11. a) Critically analyse the DAGMAR approach. 5
- b) Discuss the factors to be considered for selecting an advertising agency. 4
- c) Write short notes on any *two* of the following : 2 × 3
- i) Creative Boutiques
 - ii) Media Buying Agencies
 - iii) Client-Agency Relationship.