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CS / BBA(H) (SUPPLE) / SEM-6 / BBA-602 / 09
MARKETING MANAGEMENT – III
SEMESTER – 6



[Full Marks : 70]

Time : 3 Hours]

GROUP – A

(Multiple Choice Type Questions)

1. Choose the correct alternatives for the following : 10 × 1 = 10
- i) Advertising is a process of
- | | | |
|--------------------|--------------------|--------------------------|
| a) promotion | b) public relation | |
| c) sales promotion | d) none of these. | <input type="checkbox"/> |
- ii) The characteristic feature of “Television” as a media is
- | | | |
|-------------------------------|---------------------------|--------------------------|
| a) it offers high selectivity | b) low level of reach | |
| c) long message life | d) low cost per exposure. | <input type="checkbox"/> |
- iii) The primary objective of sales promotion is
- | | | |
|-------------------------|-----------------|--------------------------|
| a) image/brand building | b) relationship | |
| c) sale | d) goodwill. | <input type="checkbox"/> |
- iv) The number of different audience members exposed at least once to a media vehicle in a given period of time is known as
- | | | |
|--------------|-------------|--------------------------|
| a) reach | b) coverage | |
| c) frequency | d) impact. | <input type="checkbox"/> |
- v) The example of “Push” promotions offered by retailer is
- | | | |
|--------------------|---------------------------|--------------------------|
| a) exchange offers | b) bonus pack | |
| c) price cut | d) continuity programmes. | <input type="checkbox"/> |



vi) The final stage in the development of an advertising campaign is

- a) creating the advertising platform
- b) developing the media plan
- c) creating the advertising message
- d) evaluating the effectiveness of advertising.



vii) Soft drink companies advertise that their products beat the competition in national "taste tests", and they refer to the rival brands by name. This type of advertising is best described as

- a) pioneer
- b) competitive
- c) comparative
- d) selective.

viii) The physical arrangement of the illustration, headline, body copy and the signature is called the

- a) artwork
- b) copy
- c) art design
- d) layout.

ix) Radio offers advertisers numerous advantages, but there are some disadvantages as well, including

- a) lack of adequate audience research findings
- b) less impact because there is no visual component
- c) small audiences require numerous buys for acceptable reach and frequency
- d) all of these.

x) The last people to adopt a new product and who tend to be suspicious of new products are called

- a) late adopters
- b) laggards
- c) late majority
- d) final targets.

**GROUP – B****(Short Answer Type Questions)**Answer any *three* of the following.

3 × 5 = 15

2. State the role of ethics in advertising.
3. What are the different types of sales promotion schemes ?
4. Write down the objectives of sales promotion.
5. Write a short note on DAGMAR approach.
6. “Copy writing is a creative art in itself.” Discuss.
7. What is endorsement is advertising ?

GROUP – C**(Long Answer Type Questions)**Answer any *three* of the following questions.

3 × 15 = 45

8. What are the different approaches for allocation of advertising budget ?
9. What is meant by marketing communication mix ? Briefly explain the steps involved in developing effective communication. 5 + 10
10. What do you mean by advertising appeal ? Discuss the different types of appeals. 5 + 10
11. Prepare a case study of a newly launched FMCG company which decides to launch a robust advertisement campaign. Also give an appropriate advertisement heading.
12. What is sales promotion ? If you are the brand manager of an FMCG company, how would you successfully implement consumer sales promotion scheme ? 5 + 10

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