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

1.	Signature of Invigilator						C	To the state of th	(o ah	-	4	
2.														
	Roll No. of the Candidate													
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CS/BBA(H) (SUPPLE)/SEM-6/BBA-602/09 ENGINEERING & MANAGEMENT EXAMINATIONS, AUGUST – 2009 MARKETING MANAGEMENT – III (SEMESTER - 6)

Time: 3 Hours [Full Marks: 70

INSTRUCTIONS TO THE CANDIDATES:

- 1. This Booklet is a Question-cum-Answer Booklet. The Booklet consists of **32 pages**. The questions of this concerned subject commence from Page No. 3.
- 2. a) In **Group A**, Questions are of Multiple Choice type. You have to write the correct choice in the box provided **against each question**.
 - b) For **Groups B** & **C** you have to answer the questions in the space provided marked 'Answer Sheet'. Questions of **Group B** are Short answer type. Questions of **Group C** are Long answer type. Write on both sides of the paper.
- 3. **Fill in your Roll No. in the box** provided as in your Admit Card before answering the questions.
- 4. Read the instructions given inside carefully before answering.
- 5. You should not forget to write the corresponding question numbers while answering.
- 6. Do not write your name or put any special mark in the booklet that may disclose your identity, which will render you liable to disqualification. Any candidate found copying will be subject to Disciplinary Action under the relevant rules.
- 7. Use of Mobile Phone and Programmable Calculator is totally prohibited in the examination hall.
- 8. You should return the booklet to the invigilator at the end of the examination and should not take any page of this booklet with you outside the examination hall, **which will lead to disqualification**.
- 9. Rough work, if necessary is to be done in this booklet only and cross it through.

No additional sheets are to be used and no loose paper will be provided

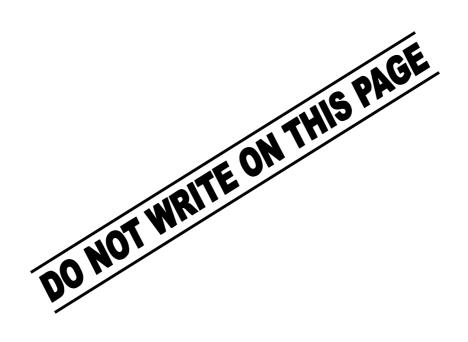
FOR OFFICE USE / EVALUATION ONLY Marks Obtained Group - A Group - B Group - C Question Number Marks Obtained Dotained

Head-Examiner/Co-Ordinator/Scrutineer

S-54038 (20/08)









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

SEMESTER - 6

Time: 3 Hours]

Full Marks : 70

GROUP - A

(Multiple Choice Type Questions)

1.	Choo	ose th	e correct alternatives for the foll	owing	:	10 × 1 = 10				
	i)	Adve	ertising is a process of							
		a)	promotion	b)	public relation					
		c)	sales promotion	d)	none of these.					
	ii)	The	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.					
	iii)	The	The primary objective of sales promotion is							
		a)	image/brand building	b)	relationship					
		c)	sale	d)	goodwill.					
	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.					
	v)	The example of "Push" promotions offered by retailer is								
		a)	exchange offers	b)	bonus pack					
		c)	price cut	d)	continuity programmes.					

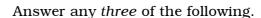


vi)	The final stage in the development of an advertising campaign is									
	a)	creating the advertising platfor	rm	O O O Utech						
	b)	developing the media plan		A Annua (y Kamaning 2nd Estatura)						
	c)	creating the advertising messa	ıge							
	d)	evaluating the effectiveness of	advert	ising.						
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 rese	earch fi	ndings						
	b)	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)





 $3 \times 5 = 15$

- 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.

 $3 \times 15 = 45$

- 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 launced 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

END