



Name :
Roll No. :
Invigilator's Signature :

CS/BBA (H)/SEPARATE SUPPLE/SEM-6/BBA-602/2011

2011

MARKETING MANAGEMENT - III

Time Allotted : 3 Hours

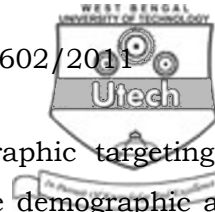
Full Marks : 70

*The figures in the margin indicate full marks.
Candidates are required to give their answers in their own words
as far as practicable.*

SECTION - A

(Multiple Choice Type Questions)

1. Choose the correct alternatives for the following $10 \times 1 = 10$
 - i) All the following are advertising coverage except,
 - a) Geographic coverage
 - b) Psychographic coverage
 - c) Action coverage
 - d) Audience coverage.
 - ii) All marketing activities that attempt to stimulate quick buyer action or immediate sales of a product are known as _____.
 - a) Sponsorship
 - b) Advertising
 - c) Personal selling
 - d) Sales promotion.



- iii) The premise underlying geo-demographic targeting is that people who _____ also share demographic and lifestyle similarities.
 - a) are in the same income category
 - b) reside in similar areas
 - c) are of the same age
 - d) are of the same gender.
- iv) The process of translating thought into a symbolic form is known as _____.
 - a) Encoding
 - b) Feedback
 - c) Noise
 - d) Decoding.
- v) A detergent that advertises how clean it gets clothes is appealing to the _____ consumer need.
 - a) Functional
 - b) Symbolic
 - c) Utilitarian
 - d) Experiential.
- vi) By definition, _____ simply means that consumers come in contact with the marketer's message.
 - a) Perception
 - b) Exposure
 - c) Attention
 - d) Interpretation.
- vii) Which of the following is NOT a requirement for setting advertising objectives ?
 - a) Objectives must specify the amount of change
 - b) Objectives must be stated in terms of profits.
 - c) Objectives must be realistic.
 - d) Objectives must be clear and in writing.



- viii) A strength of radio advertising is _____.
- a) the ability to reach prospective customers on a personal and intimate level
 - b) low cost per thousand
 - c) short lead-times
 - d) all of these.
- ix) Which of the following is NOT a problem with television advertising ?
- a) erosion of television viewing audiences
 - b) clutter
 - c) inability to achieve impact
 - d) substantial audience fractionalization.
- x) A clothing store that sets their advertising budget by following the major competitor and adding an additional 15 percent is using the _____ method.
- a) competitive parity b) arbitrary allocation
 - c) objective-and-task d) percentage-of-sales.

SECTION - B

(Short Answer Type Questions)

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

2. Discuss the basic model of communication.
3. What do you mean by an advertising copy ? What are the attributes of an effective advertising copy ?
4. How are advertising motives classified ? Discuss.
5. What do you mean by 'Institutional Advertising' ? Explain with suitable example.
6. Differentiate between public relations and advertising.



SECTION - C

(Long Answer Type Questions)

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

7. a) What is an advertising copy ? 2
b) Discuss some of the attributes of an effective copy. 3
c) Explain in details the components of an advertising copy. 10
8. a) Differentiate between buying motives and selling points. 2
b) Discuss the different types of advertising appeals with suitable examples. 10
c) Explain the process of visualization. 3
9. a) Discuss briefly the different steps involved in advertising campaign planning process. 8
b) What is media scheduling ? Discuss the different methods of media scheduling. 2 + 5
10. a) What is sales promotion ? Explain its objectives. 4
b) Discuss the different consumer sales promotion tools. 6
c) What are some of the relevant social aspects which should be considered in developing advertising strategy ? 5
11. a) Discuss the advantages and disadvantages of the different types of media. 6
b) What is 'display advertising' ? Explain with examples its different types. 6
c) What are the factors to be considered for selecting an advertising agency ? 3