



Name : .....  
Roll No. : .....  
Invigilator's Signature : .....

**CS/BBA (H)/SEP. SUPPLE/SEM-6/BBA-602/2012**

**2012**

**MARKETING MANAGEMENT-III**

Time Allotted : 3 Hours

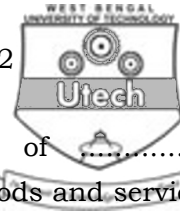
Full Marks : 70

*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) In communication process, the audience may change the message to hear what they want to hear. This is known as
    - a) Selective attention      b) Selective distortion
    - c) Selective recall      d) None of these.
  - ii) ..... advertising is directed toward people who are not the final consumers.
    - a) Trade      b) Industrial
    - c) Institutional      d) Professional.
  - iii) In the advertising process, "Client" is the
    - a) Advertising agency      b) Advertiser
    - c) Media organisation      d) Interactive agency.



- iv) “Advertising is any ..... form of ..... presentation and promotion of ideas, goods and services by an identified sponsor”.
- a) Non-paid, Non-personal
  - b) Non-paid, personal
  - c) Paid, personal
  - d) Paid, non-personal.
- v) For an industrial advertiser which media will be suitable ?
- a) Billboards
  - b) TV channels
  - c) Trade shows
  - d) None of these.
- vi) High brand equity leads to
- a) Low advertisement costs
  - b) Premium pricing
  - c) Both a & b
  - d) None of these.
- vii) Copywriting is done by
- a) Creative department
  - b) Account service department
  - c) Media management department
  - d) None of these.
- viii) When consumers are not able to recollect the stimulus that they have received, they are suffering from
- a) Selective attention
  - b) Selective comprehension
  - c) Selective retention
  - d) All of these.



- ix) Advertisements can
- enhance belief about a certain product
  - change the perception about a product
  - change the perception about a competing product
  - only (a) & (b) but not (c).
- x) Which of the following steps of direct marketing process involves receiving orders, processing orders, managing the inventory and managing customer queries and complaints ?
- Evaluation of the marketing campaign
  - Order fulfilment
  - Implementing the marketing campaign
  - Content designing of the marketing campaign.
- xi) Advertisements placed on Metro trains' doors come under the category of
- In-store Media
  - Mass-transit Media
  - Video on Wheels
  - Aerial Advertising.
- xii) Advertising agency is / are
- An independent business organisation
  - Composed of creative and business people
  - One who develops, prepares and places advertising on advertising media
  - all of these.

**GROUP - B**

**( Short Answer Type Questions )**

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

- What are the components of an advertising copy ?
- Discuss the '5 M theory' of advertising in brief.
- Discuss briefly the concept of marketing communication mix.



5. Write a note on the Hierarchy of effects model propounded by Lavidge & Steiner.
6. Discuss the significance of the AIDA model in advertising.

### GROUP – C

#### ( Long Answer Type Questions )

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

7. What is a creative brief ? Give examples. What are the different types of body copy ? What are the different parts of a print ad ?  $5 + 5 + 5$
8. What are the different types of sales promotion options available to a company ? Distinguish between :
  - a) Push & Pull promotion
  - b) consumer & trade promotion  $9 + 6$
9.
  - a) Discuss the role of an advertising agency.
  - b) What steps should an advertiser adopt for selection of an advertising agency ?  $5 + 10$
10.
  - a) Explain the different Media Scheduling strategy adopted by companies in 21<sup>st</sup> Century in brief.
  - b) If you are a Brand Manager of a Consumer Durable company, how will you successfully implement consumer Sales Promotion scheme ?  $9 + 6$
11. Write short notes on any *three* of the following :  $3 \times 5$ 
  - a) Functions of advertising.
  - b) Brand positioning.
  - c) Appeals in advertising.
  - d) Factors affecting allocation of ad budget.
  - e) DAGMAR approach.