	Utech
Name:	
Roll No.:	To desire of Exemplify and Explained
Invigilator's Signature :	

CS/BBA (H)/SUPPLE/SEM-6/BBA-602/2010 2010

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 the following:

 $10 \propto 1 = 10$

- i) In the communication process, encoding is done by
 - a) sender

b) receiver

c) media

- d) government.
- ii) Advertising agency normally earns 15% commission from
 - a) customers
- b) government

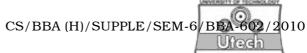
c) clients

d) media houses.

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				(Unean)	
iii)	Copywriter works in an advertising agency in				
	aepa	artment.		In Paramo (N' Knowledge Find Expillment	
	a)	accounts	b)	finance	
	c)	media	d)	creative.	
iv)	In the advertising process, client is the				
	a)	advertising agency	b)	advertiser	
	c)	media organization	d)	interactive agency.	
v)	USP means				
	a)	a) Unique selling propostion			
	b)	Unique selling product			
	c)	United selling product			
	d) Unique sales promotion.				
vi)	Cou	Coupon is a form of			
	a)	promotion	b)	sales promotion	
	c)	advertising	d)	none of these.	
vii)	The	strategy that involve	s th	e manufacturers using	
	sales force and trade promotion to carry, promote and				
	sell the product to end user is called				
	a)	push strategy	b)	pull strategy	
	c)	both (a) and (b)	d)	none of these.	
viii)	AIDA stands for				
	a) Attention, Interest, Desire, Action			Action	
		b) Action, Improvement, Decision, Appeal			
	b)	Action, Improvement,	Decis	sion, Appear	
	b) c)	Action, Improvement, Attention, Improvement		• •	



- ix) Catalogue is a form of
 - a) Press advertising
 - b) Outdoor advertising
 - c) Direct mail advertising
 - d) Visual advertising.
- x) IMC means
 - a) in house marketing communication
 - b) integration of marketing concepts
 - c) improved marketing communication
 - d) integrated marketing communication.

GROUP - B

(Short Answer Type Questions)

Answer any *three* of the following.

 $3 \propto 5 = 15$

- 2. Bring out the differences between advertising and sales promotion.
- 3. State the different approaches to copy writing.
- 4. What do you understand by the terms 'Brand awareness', 'Brand comprehension' and 'Brand attitude'?
- 5. Describe the AIDA model and its significance in advertising.
- 6. Critically analyze the role of ethics in advertising with suitable example.

GROUP - C

(Long Answer Type Questions)

Answer any three of the following.



- 7. State the basic communication process of advertising. Explain DAGMAR approach of setting advertising objectives. 8 + 7
- 8. What do you understand by media planning and scheduling? Explain it with suitable example by taking one consumer product and one consumer durable product.

5 + 10

- 9. State the significance of advertising budget. Discuss the different methods of allocating advertising budget. 5 + 10
- 10. Write about sales promotion. What are the different kinds of sales promotion tools available and their utilities in increasing sales? 5+10
- 11. Write short notes on any *three* of the following : 3×5

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- a) Advocacy advertising
- b) In-house agency
- c) Gross rating point
- d) Cross promotions and tie-in promotions
- e) Push-pull strategy of promotion
- f) Top-down approach of budgeting.

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