	Utech
Name:	
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Invigilator's Signature :	

# CS/BBA(H)/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.

### **GROUP - A**

### (Multiple Choice Type Questions)

1.	Choose	the	correct	alternatives	for	any	ten	of	the	follow	ing	

 $10 \times 1 = 10$ 

- i) Copywriter works in an advertising agency in ...... department.
  - a) Accounts
- b) Finance

c) Media

- d) Creative.
- ii) In the advertising processs, client is the
  - a) Advertising agency
- b) Advertiser
- c) Media organization
- d) Interactive agency.

- iii) USP means
  - a) unique selling proposition
  - b) unique selling product
  - c) united selling product
  - d) unique sales promotion.

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iv)	Cou	pon is a form of		A
	a)	promotion	b)	sales promotion
	c)	advertising	d)	none of these.
v)	The	strategy that involve	s the	e manufacturers using
	sale	s force and trade pron	otion	n to carry, promote and
	sell	the product to end user	is ca	alled
	a)	push strategy	b)	pull strategy
	c)	both (a) and (b)	d)	none of these.
vi)	Adve	ertising is a		
	a)	personal presentation		
	b)	non-personal presenta	tion	
	c)	non-executive job		
	d)	non-financial incentive	<b>2.</b>	
vii)	Whi	es promotion tool ?		
	a)	Coupons	b)	Contest
	c)	Premiumns	d)	New article.
viii)	DAG	SMAR approach is prop	osed	by
	a)	T. Levitt	b)	R. Colley
	c)	Littlefield	d)	None of them.
ix)	Trad	le fair and exhibition is	a sa	les promotional scheme
	of			
	a)	consumer promotion		
	b)	trade promotion		
	c)	sales people promotion	1	
	d)	all of these.		
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- x) Advertising agency is / are
  - a) an independent business organization
  - b) composed of creative and business people
  - c) one who develops, prepares and places advertising on advertising media
  - d) all of these.
- xi) A.A.A. stands for
  - a) American Advertising Agencies Association
  - b) Asian Advertising Agencies Association
  - c) All Advertising Agencies Association
  - d) None of these.
- xii) Essentials of advertising appeal are
  - a) Thematic
- b) Communicative
- c) Believable
- d) All of these.
- xiii) Which one of the following is not a component of promotion?
  - a) Personal selling
- b) Advertising
- c) Publicity
- d) Physical distribution.

### **GROUP - B**

# (Short Answer Type Questions)

Answer any *three* of the following.

 $3 \times 5 = 15$ 

- 2. Define advertisement. What are the basic objectives of advertisement? 2+3
- 3. Discuss briefly the concept of marketing communication mix.
- 4. Discuss briefly the different advertising functions with suitable example.

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- 5. Discuss briefly the different types of advertisement.
- 6. Write a note on the Hierarchy of effects model propounded by Lavidge & Steiner.

#### GROUP - C

## (Long Answer Type Questions)

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

- 7. Is advertising production in real sense? Explain the effects of advertising on production costs, distribution costs and consumer prices. 5 + 10
- 8. a) Explain principles and methods of media scheduling.
  - b) What factors do you consider while selecting a newspaper for your ad purposes? 6 + 9
- 9. a) Explain the various economic and social aspects of advertisisng.
  - b) Write a short note on advertising standard of India (ASCI). 5 + 10
- 10. a) Discuss the role of an advertising agency.
  - b) What steps should an advertiser adopt for selection of an advertising agency? 5 + 10
- 11. Write short notes on any *three* of the following :  $3 \times 5$ 
  - a) AIDA concept
  - b) DAGMAR approach
  - c) Advertising budget
  - d) After sales service
  - e) Trade fair & exhibition as a sales promotion tool.

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