



Name :

Roll No. :

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 following :

10 × 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.



- 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.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 advertising.
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 : 3×5
 - a) AIDA concept
 - b) DAGMAR approach
 - c) Advertising budget
 - d) After sales service
 - e) Trade fair & exhibition as a sales promotion tool.