





ENGINEERING & MANAGEMENT EXAMINATIONS, JUNE - 2009
ADVERTISING & SALES PROMOTION
SEMESTER - 6



Time : 3 Hours]

[Full Marks : 70

GROUP - A

(Multiple Choice Type Questions)

1. Choose the correct alternatives for any *ten* of the following : 10 ∞ 1 = 10

i) Which of the following combinations is the correct promotion mix ?

- a) Advertising, Sales promotion, Personal selling and Publicity
- b) Advertising, Place, Product and Public relation
- c) Direct marketing, Public relation, Product and Brand management
- d) Product, Price promotion and Place.

ii) Relationship Marketing is

- a) Long term strategy of personal selling and negotiation
- b) Short term strategy of relations
- c) Long term strategy of advertising
- d) Strategy of advertising, sales promotion and relations.

iii) In the communication process decoding is done by

- a) Sender b) Receiver
- c) Message creator d) Media.



iv) Classical conditioning theory was described by

- a) Pavlov
- b) Newton
- c) Skinner
- d) Anna Pavlova.



v) The full form of AIDA in the context of personal selling is

- a) Action Interest Desire Attention
- b) Attention Interest Desire Action
- c) Attention Involvement Desire Action
- d) Action Involvement Desire Attention.

vi) One of the techniques of consumer sales promotion is

- a) Trade Coupons
- b) Sales Manuals
- c) Price Discounts
- d) Off Invoice allowance.

vii) Advertising is a part of the

- a) Product mix
- b) Place mix
- c) Promotion mix
- d) Price mix.

viii) Copy writer is a person working in an Advertising Agency in the

- a) Account Management Department
- b) Finance Department
- c) Media Department
- d) Creative Department.



- ix) The income of the Advertising Agency is normally derived from
- a) 15% commission on the media spends on their clients
 - b) 15% commission on total sales of brands handled by them
 - c) commission paid by suppliers such as printers, film producers etc.
 - d) negotiated fees per campaign.
- x) The term 'Reach in advertising' means the
- a) distance you can cover through advertising
 - b) number of target consumers you can reach through a particular medium
 - c) number of publications in which you advertise
 - d) number of times a particular advertisement appears in the media.
- xi) Advertising is any paid form of non-personal presentation of ideas, goods and services by a / an sponsor.
- a) unidentified
 - b) wholesaler
 - c) identified
 - d) integral.



GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following.

3 ∞ 5 = 15

2. Discuss the major objectives of advertising with example.
3. Write a short note on the VSP theory of creativity.
4. What do you mean by surrogate advertising ? Give example.
5. What do you mean by cognitive dissonance ?
6. State the advantages to be derived by firms as well as customers from sales promotion activities.



6

GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following.



3 ∞ 15 = 45

2 ∞ 7 $\frac{1}{2}$

7. Write short notes on any *two* of the following :
- a) Objectives & functions of advertising agencies
 - b) Media Planning
 - c) Elements of Promotion Mix
 - d) Channels of communication.
8. a) Discuss the scope of mass media as a vehicle for marketing communication.
- b) In what situations is print media more appropriate and why ? 8 + 7
9. Identify and justify the media you would recommend for the promotion of "eye donation camp". 15
10. a) Discuss the various sales promotion tools available to a marketer for attracting consumers.
- b) Why do companies involved with industrial marketing rely less on sales promotion than companies involved in consumer products ? 7 + 8
11. Identify & explain possible sales promotion schemes for a service industry like hotel. 15

END