ADVERTISING & SALES PROMOTION (SEMESTER - 6)

CS/BBA(O)/SEM-6/BBAE-602A/09

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2	No.									
Roll No. of the Candidate										

CS/BBA(O)/SEM-6/BBAE-602A/09

ENGINEERING & MANAGEMENT EXAMINATIONS, JUNE - 2009

ADVERTISING & SALES PROMOTION (SEMESTER - 6)
Time: 3 Hours | Full Marks: 70

INSTRUCTIONS TO THE CANDIDATES:

- 1. This Booklet is a Question-cum-Answer Booklet. The Booklet consists of **32 pages**. The questions of this concerned subject commence from Page No. 3.
- 2. a) In **Group A**, Questions are of Multiple Choice type. You have to write the correct choice in the box provided **against each question**.
 - b) For **Groups B** & **C** you have to answer the questions in the space provided marked 'Answer Sheet'. Questions of **Group B** are Short answer type. Questions of **Group C** are Long answer type. Write on both sides of the paper.
- 3. **Fill in your Roll No. in the box** provided as in your Admit Card before answering the questions.
- 4. Read the instructions given inside carefully before answering.
- 5. You should not forget to write the corresponding question numbers while answering.
- 6. Do not write your name or put any special mark in the booklet that may disclose your identity, which will render you liable to disqualification. Any candidate found copying will be subject to Disciplinary Action under the relevant rules.
- 7. Use of Mobile Phone and Programmable Calculator is totally prohibited in the examination hall.
- 8. You should return the booklet to the invigilator at the end of the examination and should not take any page of this booklet with you outside the examination hall, **which will lead to disqualification**.
- 9. Rough work, if necessary is to be done in this booklet only and cross it through.

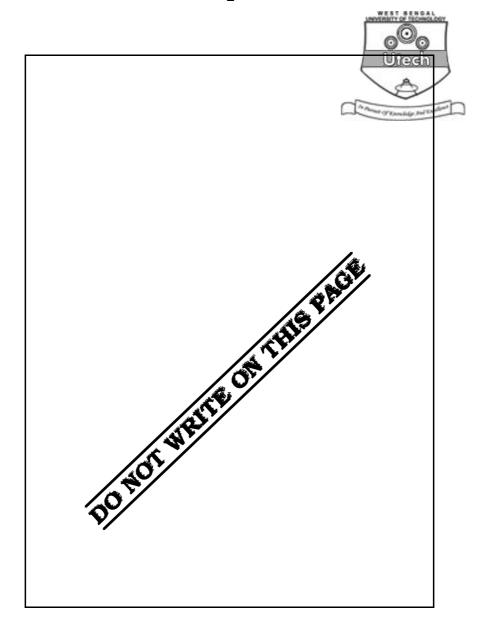
No additional sheets are to be used and no loose paper will be provided

FOR OFFICE USE / EVALUATION ONLY Marks Obtained Group - A Group - B Group - C Question Number Marks Obtained Output Marks Obtained

Head-Examiner/Co-Ordinator/Scrutineer

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ADVERTISING & SALES PROMOTION SEMESTER - 6

Time: 3 Hours [Full Marks: 70

GROUP - A

				GROUP -	A	
			(Multiple C	hoice Typ	e Questions)	
1.	Choo	ose th	e correct alternatives for	any <i>ten</i> of	the following :	10 ∞ 1 = 10
	i)	Whi	ch of the following combin	nations is	the correct promotion mix?	
		a)	Advertising, Sales prom	notion, Pers	sonal selling and Publicity	
		b)	Advertising, Place, Prod	luct and P	ublic relation	
		c)	Direct marketing, Publi	c relation,	Product and Brand manage	ment
		d)	Product, Price promotio	n and Plac	ee.	
	ii)	Rela	tionship Marketing is			
		a)	Long term strategy of p	ersonal sel	ling and negotiation	
		b)	Short term strategy of r	elations		
		c)	Long term strategy of a	dvertising		
		d)	Strategy of advertising,	sales pron	notion and relations.	
	iii)	In th	ne communication proces	s decoding	g is done by	
		a)	Sender	b)	Receiver	
		c)	Message creator	d)	Media.	

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	iv)		sical conditioning theory was described by						
		a)	Pavlov	b)	Newton	OO _O Utech			
		c)	Skinner	d)	Anna Pavlo	A Ramon of Exemple 2 and Explains			
	v)	The f	he full form of AIDA in the context of personal selling is						
		a)	Action Interest Desire Attent	ion					
		b)	Attention Interest Desire Act	ion					
		c)	Attention Involvement Desire	e Actio	n				
		d)	Action Involvement Desire A	ttentio	n.				
	vi) One of the techniques of consumer sales promotion is								
		a)	Trade Coupons	b)	Sales Manu	ıals			
		c)	Price Discounts	d)	Off Invoice	allowance.			
	vii)	Adve	rtising 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)	a) Account Management Department						
		b)	Finance Department						

c)

d)

Media Department

Creative Department.



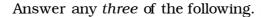
ix)	The	income of the Advertising Age	ency is	normally derived from						
	a)	15% commission on the med	dia sp	ends on their clients						
	b)	15% commission on total sales of brands handled by them								
	c)	commission paid by supplie	rs suc	ch as printers, film producers etc	e .					
	d)	negotiated fees per campaign	n.							
x)	The	term 'Reach in advertising' mo	eans t	he						
	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	r adve	ertisement appears in the media						
xi)	Adve	ertising is any paid form of	non-p	ersonal 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	ee of t	he 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.



GROUP - C

(Long Answer Type Questions)





 $3 \propto 15 = 45$

- 7. Write short notes on any *two* of the following :
- $2 \propto 7\frac{1}{2}$
- 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

- Identify and justify the media you would recommend for the promotion of "eye donation camp".
- 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