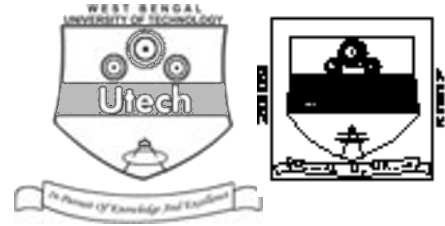


**CS/MBA (SUPPLE)/SEM-3/MM-302/09
ADVERTISING & SALES PROMOTION (SEMESTER - 3)**



1.
Signature of Invigilator

2.
Signature of the Officer-in-Charge

Reg. No.

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Roll No. of the Candidate

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**CS/MBA (SUPPLE)/SEM-3/MM-302/09
ENGINEERING & MANAGEMENT EXAMINATIONS, JULY – 2009
ADVERTISING & SALES PROMOTION (SEMESTER - 3)**

Time : 3 Hours]

[Full Marks : 70

INSTRUCTIONS TO THE CANDIDATES :

- 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.
- In **Group – A**, Questions are of Multiple Choice type. You have to write the correct choice in the box provided **against each question**.
 - 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.
- Fill in your Roll No. in the box** provided as in your Admit Card before answering the questions.
- Read the instructions given inside carefully before answering.
- You should not forget to write the corresponding question numbers while answering.
- 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.
- Use of Mobile Phone and Programmable Calculator is totally prohibited in the examination hall.**
- 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**.
- 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

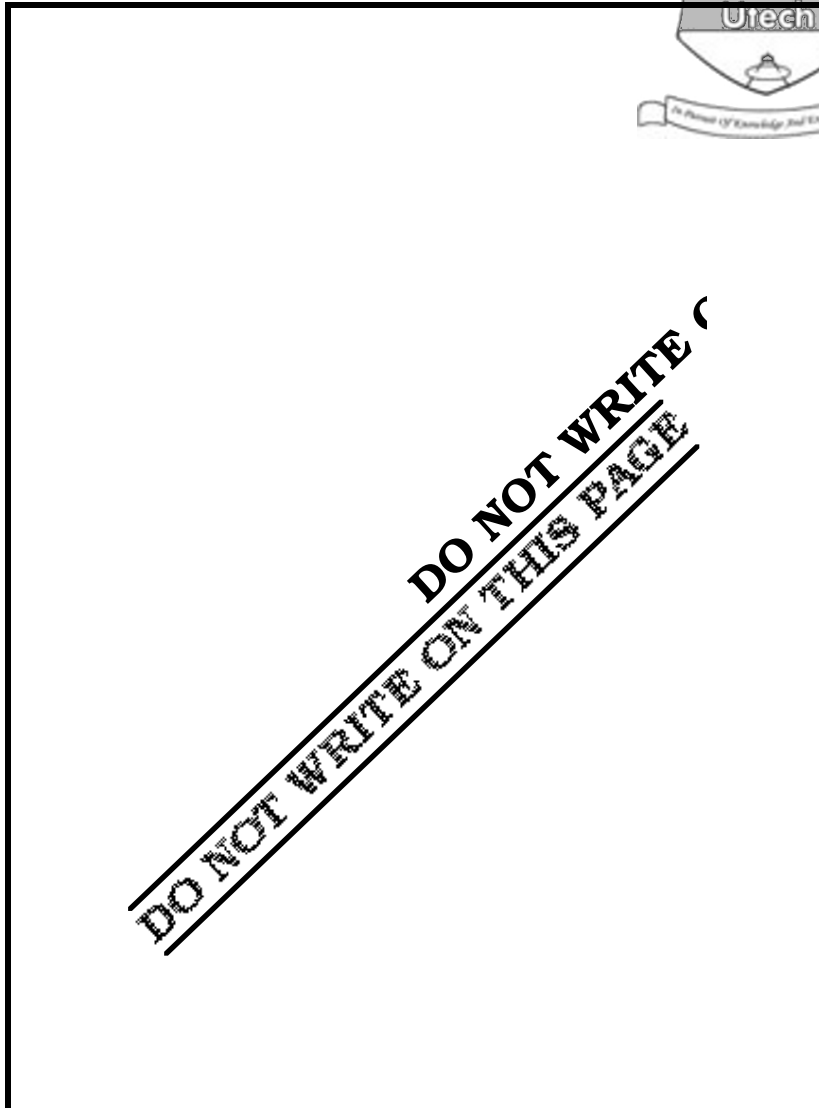
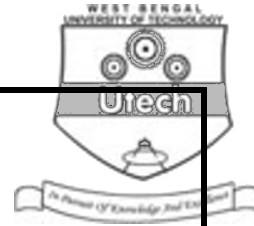
FOR OFFICE USE / EVALUATION ONLY

Marks Obtained

Question Number	Group – A					Group – B					Group – C					Total Marks	Examiner's Signature
Marks Obtained																	

.....
Head-Examiner/Co-Ordinator/Scrutineer

S-52014 (23/07)





CS/MBA (SUPPLE)/SEM-3/MM-302/09
ADVERTISING & SALES PROMOTION
SEMESTER - 3



Time : 3 Hours]

[Full Marks : 70

GROUP – A

(Multiple Choice Type Questions)

1. Choose the correct alternatives for the following : 10 × 1 = 10
- i) Advertising is a major promotion mix ingredient that is a
- a) paid form of personal communication
 - b) paid form of non-personal communication
 - c) non-paid form of personal communication
 - d) non-paid form of non-personal communication.
- ii) The target audience for an advertising campaign is the
- a) information base on which to develop the campaign
 - b) location and geographic distribution of persons
 - c) group of people towards whom the advertisements are directed
 - d) overall goal of the advertising campaign.
- iii) A marketer that wanted to include detailed explanations in advertisements would be most likely to use
- a) radio b) television
 - c) outdoor displays d) magazines.



iv) The is supposed to attract readers' attention and develop sufficient interest so that they will read the entire advertisement.

- a) signature
- b) layout
- c) headline
- d) artwork.



v) The initial stage in the development of an advertising campaign is

- a) creating the message
- b) setting the budget
- c) identifying and analysing the advertising target audience
- d) defining the advertising objectives.

vi) All of the following are essential elements of Direct Marketing, *except*

- a) a record of existing and potential customers
- b) a system for measuring response
- c) a mass media advertising campaign
- d) a system to follow up inquiries.

vii) The effectiveness of direct marketing is critically dependent on

- a) the quality of CRM software installed
- b) the reliability of the post office
- c) the quantity of the customer data held
- d) the quality of customer data held.

viii) Culture plays

- a) a minor role in influencing consumer behaviour
- b) a major role in influencing consumer behaviour
- c) the role of a salesman
- d) the role of an advertising agency.



ix) Family is

- a) a secondary reference group
- b) a primary reference group
- c) a tertiary reference group
- d) not a reference group.



x) The basic difference between Advertising and Sales Promotion is

- a) advertising is less costly compared to sales promotion
- b) advertising gives reason for buying while sales promotion gives an incentive for buying
- c) advertising is unethical while sales promotion is ethical
- d) advertising is less effective compared to sales promotion.

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following.

3 × 5 = 15

2. Differentiate between advertising and sales promotion.
3. Identify the stages of the campaign development process for advertising.
4. Identify the advantages and disadvantages of television as an advertising medium.
5. Write a short note on Advertising Agency.
6. Mention the various objectives of Advertising.
7. What are the different types of Sales Promotion ? Describe them in brief.



GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following.



3 × 15 = 45

8. What do you mean by media planning ? What are its steps ? Explain in short.
9. Differentiate between brand awareness and brand attitude as communication effects.
10. Discuss various tools (at least six such) of consumers sales promotion with its merits and demerits in detail.
11. What are the strengths and weaknesses of advertising ?
12. Advertising is a curse or boon to society — Comment.
13. Discuss the merits and demerits of different media.

END