



Name :

Roll No. :

Invigilator's Signature :

CS/MBA (NEW)/SEM-3 (FT) & 5 (PT)/MM-302/2010-11

2010-11

ADVERTISING & SALES PROMOTION

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) The DAGMAR approach was developed by
 - a) David Ogilvy
 - b) Russel Colley
 - c) Philip Dusenberry
 - d) Rosser Reeves.

- ii) In advertising agencies, copywriters would be a part of
 - a) Media department
 - b) Creative services
 - c) Research department
 - d) Finance department.



- iii) In order to be a part of consumers' evoked sets, popular brands with large advertising budgets frequently use
- a) subliminal advertising
 - b) surrogated advertising
 - c) reminder advertising
 - d) persuasive advertising.
- iv) 'Slice of life' is an
- a) advertising objective
 - b) advertising strategy
 - c) advertising executional framework
 - d) advertising appeal.
- v) Messages may be rated on the basis of
- a) Desirability
 - b) Exclusiveness
 - c) Believability
 - d) all of these.



- vi) Segmentation based on age, sex, colour, creed is known as
- a) demographic segmentation
 - b) psychographic segmentation
 - c) geographic segmentation
 - d) none of these.
- vii) The stages of response in the innovation adoption model is
- a) Attention-Interest-Evaluation-Trial
 - b) Awareness-Interest-Evaluation-Trial-Adoption
 - c) Awareness-Interest-Demonstration-Action
 - d) Trial-Interest-Evaluation-Adoption.
- viii) The first step of the objective-and-task method is
- a) assessing the communications functions
 - b) establishing specific marketing objectives that need to be accomplished
 - c) determining advertising's role in the total communication mix
 - d) establishing specific advertising goals in terms of the levels of measurable communication response required to achieve marketing objectives.



- ix) A strength of radio advertising is
- a) the ability to reach prospective customers on a personal and intimate level
 - b) low cost per thousand
 - c) short lead times
 - d) all of these.
- x) A detergent that advertises how clean it gets clothes is appealing to the consumer need.
- a) Functional
 - b) Symbolic
 - c) Biological
 - d) Utilitarian.
- xi) Marketers can enhance the consumers' ability to access knowledge structures by
- a) using loud music
 - b) using colourful ads
 - c) employing verbal framing
 - d) repeating brand information.



GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following. $3 \times 5 = 15$

2. Differentiate between pull and push strategies.
3. Write notes on CPM and CPRP and its utility in advertising.
4. What important factors should be considered in the development of a media plan ?
5. Explain the term 'media scheduling'. What is meant by 'flighting' ?
6. Mention promotional strategies for the following products / brands (any *two*) :
 - a) Dabur Honey
 - b) Linc Pen
 - c) Tata Docomo.

GROUP – C

(Long Answer Type Questions)

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

7. What is Integrated Marketing Communication (IMC) ? Describe the relationship between advertising and other promotional mix elements in an IMC programme. What are the reasons for the growing importance of IMC ?

$3 + 7 + 5$



8. What do you mean by “ad agency” ? What is its role in promoting a product or a service ? What are the different types of ad agencies ? Describe the different methods of agency compensation ? 2 + 4 + 4 + 5
9. What is market segmentation ? What are the different types of market segmentation ? What is positioning ? What are the different positioning strategies ? 2 + 4 + 3 + 6
10. a) What is ‘Brand Image’ and ‘Brand Equity’ ? 2
- b) How are brands differentiated ? Explain. 3
- c) Explain how the advertiser has tried to create brand value proposition and desired image in the minds of target consumer for the following brands through their advertisements : 5 × 2 = 10
- i) Dove Hairfall Therapy
 - ii) Kotak Mahindra Life Insurance
 - iii) Cadbury Dairy Milk Chocolate
 - iv) Volkswagen Automobile
 - v) Ghadi Detergent Powder.



11. a) "Advertising no longer builds brands, at best it helps Public Relations to do that." Explain. 5
- b) What is Direct Marketing ? How does it aid IMC programme ? 4
- c) Discuss the role of Public Relations in today's business climate. 6

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