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Invigilator's Signature :	

CS/MBA/SEM-3 (FT) & 5 (PT)/MM-302/2012-13 2012

ADVERTISING AND 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 :

 $10 \times 1 = 10$

- i) Which of the following is *not* a trait of advertising?
 - a) It is a paid form of communication
 - b) There is an identified sponsor
 - c) It is personal in nature
 - d) All of these are traits of advertising.
- ii) Who of the following is *not* involved in advertising?
 - a) The client
- b) The agency
- c) The media
- d) All are involved.

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Who is the founder of famous ad agency O & iii) **David Ogilvy** a) b) Prasun Joshi **Piyush Pandey** c) Pritish Nandi. d) Which of the following is not an element of promotional iv) mix? Advertising a) **Publicity** b) **Interactive Marketing** c) d) All are elements of promotional mix. Which of the following is India's oldest ad agency? v) a) Clarion **Pritish Nandi Communications** b)

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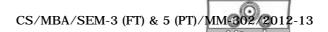
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c)

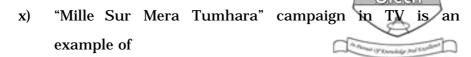
d)



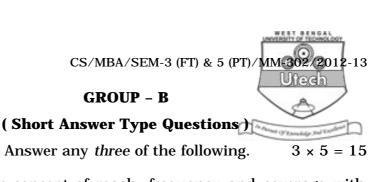
- vi) Among the following which scientist invented movable type printer?
 - a) Johann Gutenberg
 - b) Thomas Alva Edison
 - c) Alfred Barnard Nobel
 - d) James Chadwick.
- vii) The famous ad agency JWT is also known as
 - a) Lika

- b) HTA
- c) D. J. Keymer
- d) BOMAS.
- viii) The objective of store image advertising is
 - a) Brand Recall
 - b) Brand Attitude
 - c) Brand Purchase Intention
 - d) All of these.
- ix) Co-operative Advertising, also called "Vertical Advertising", can take which of the following forms ?
 - a) The use of logo-types
 - b) Cost sharing
 - c) Ready artwork
 - d) All of these.

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- a) Political Advertising
- b) Public Services Advertising
- c) Financial Advertising
- d) Consumer Advertising.
- xi) Segmentation based on age, sex, colour, creed is known as
 - a) Demographic segmentation
 - b) Psychographic segmentation
 - c) Behavioural segmentation
 - d) Geographic segmentation.
- xii) A detergent that advertises how clean it gets clothes is appealing to the consumer need.
 - a) Functional
 - b) Symbolic
 - c) Biological
 - d) Utilitarian.



- 2. Explain the concept of reach, frequency and coverage with an example. What is advertising wearout? 3+2
- 3. Make a comparative analysis of all response hierarchy models with AIDA model as the reference.
- 4. Explain the concept of 'Subliminal' and 'Surrogate' advertising with adequate examples.
- 5. What do you understand by a POP display? Explain its usage with suitable examples.
- 6. Mention Promotional Strategies for the following products / brands : $2\frac{1}{2} + 2\frac{1}{2}$
 - a) Samsung Galaxy Tab
 - b) Birla Sun Life Mutual Fund.

GROUP - C

(Long Answer Type Questions)

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

7. a) Define Advertising.

- 2
- b) How is advertising related to different Promotional Mixes and Marketing Mix elements ? 4+4
- c) Write a note on 'Advertising Trinity'.

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8.	a)	What are the different steps in Advertising Planning
		Process?
	b)	What are Advertising objectives ? Substantiate your
		answer under the light of Sales approach versus
		communication approach. 3 + 6
	c)	State the requirement for measuring advertising
		effectiveness. 3
9.	a)	Explain the concept of advertising ethics. Do you think
		surrogated advertisements violate advertising ethics?
		4 + 4
	b)	State the role of ASCI towards regulating the advertising
		industry. 7
10.	a)	What is Sales promotion? 2
	b)	What are its objectives?
	c)	What are the different types of Sales Promotion?
	d)	Mention the merits and demerits of consumer and trade
		promotion. 4
	e)	Write a note on role of Sales Promotion in an IMC
		Programme. 3

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- 11. a) Explain the concept of brand equity with adequate examples.
 - b) State the role played by advertising in building up brand equity.5
 - c) What do you understand by brand essence? 3

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