



Name : .....

Roll No. : .....

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 × 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.



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



- 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.



- x) “Mille Sur Mera Tumhara” campaign in TV is an example of
- 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.



**GROUP - B**

**( Short Answer Type Questions )**

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

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'.  $5$



8. a) What are the different steps in Advertising Planning Process ? 3
- 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 ? 3
- c) What are the different types of Sales Promotion ? 3
- 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



11. a) Explain the concept of brand equity with adequate examples. 7
- 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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