Name : ……………………………………………………………

Roll No. : …………………………………………………………

Invigilator's Signature : …………………………………………

CS/MBA(OLD)/SEM-(3rd FT & 5th PT)/MM-302/2009-10
2009
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 of the following :   10 × 1 = 10

    i)   IMC refers to

        a)   Integrated Marketing Communication

        b)   International Marketing Communication

        c)   Integrated Managerial Conference

        d)   International Managerial Conference.

    ii) USP stands for

        a)   Umbrella Selling Proposal

        b)   Unique Selling Proposition

        c)   Unique Standpoint Proposition

        d)   Undo Selling Proposal.

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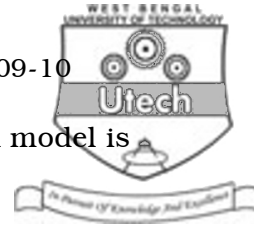
iii) The sequence of response in the AIDA model is

    a) Attention-Interest-Desire-Action

    b) Awareness-Interest-Desire-Action

    c) Action-Involvement-Demonstration-Awareness

    d) Awareness-Involvement-Demonstration-Action.

iv) The DAGMAR approach was developed by

    a) David Ogilvy   b) Russell H. Colley

    c) Belch and Belch   d) Robert House.

v) Zapping means

    a) changing channels to avoid commercials

    b) fast-forwarding through channels to avoid commercials

    c) moving in a very fast speed

    d) watching advertisements on a daily basis.

vi) The 'Father of Advertising' is

    a) Belch and Blech   b) David Ogilvy

    c) Russell H. Colley   d) Robert House.

vii) Gross rating point can be calculated as

    a) reach ∞ frequency   b) reach / frequency

   c) frequency / reach   d) none of these.
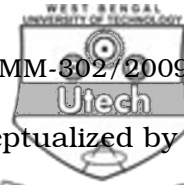
viii) The hierarchy of effects model was conceptualized by

    a)   Russell H. Colley   b)   Lavidge and Steiner

    c)   Belch and Blech   d)   David Ogilvy

ix) Segmentation based on age, sex, colour, creed is known as

    a)   demographic segmentation

    b)   psychographic segmentation

    c)   geographic segmentation

    d)   none of these.

x) 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.

GROUP – B
(Short Answer Type Questions)
Answer any *three* of the following.   3 × 5 = 15

2.   Discuss the AIDA model.

3.   Explain the different types of sales promotion mix. Give examples.

4.   What is advertising budget ? Discuss its different approaches.
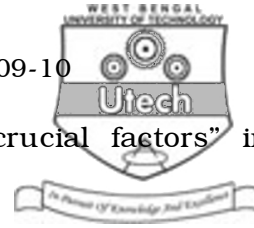
5. "Reach, frequency and continuity are crucial factors" in media planning. Explain.

6. Write a short note on advertising agency.

GROUP – C
(Long Answer Type Questions)
Answer any *three* of the following.   3 × 15 = 45

7. What do you mean by advertising appeal ? Discuss about different types of appeals. Design one advertisement using fear appeal.   3 + 7 + 5

8. Define public relations. How PR differs from propaganda ? Explain the communication functions of PR.   5 + 3 + 7

9. Why do we measure the advertising effectiveness ? What is a copy testing ? Explain post-test techniques briefly.

                                                                        3 + 4 + 8

10. a) State the significance of sales promotion as a modern marketing tool with a special emphasis on trade promotion.

    b) Why, according to you, are companies more prone towards using sales promotion in addition to conventional promotional tools ? Give examples from Indian market.   8 + 7

11. What do you understand by advertising message ? What steps should be taken before finalization and execution of message ?   5 + 10