



Name :

Roll No. :

Invigilator's Signature :

**CS/MBA (OLD)/SEM-3FT & 5PT/MM-302/2010-11
2010-11
ADVERTISING AND SALES PROMOTION**

Time Allotted : 3 Hours

Full Marks : 70

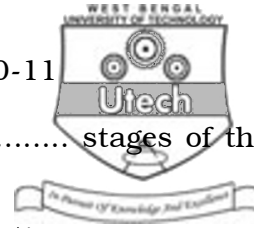
The figures in the margin indicate full marks.

*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) The role of Advertising in Promotional Programme is
 - a) setting objectives
 - b) determining policies & formulating strategies
 - c) determining appropriation
 - d) all of these.
 - ii) “DAGMAR” approach was envisaged by
 - a) Albert Lasker
 - b) Bill Bernabach
 - c) R.H. Colley
 - d) Rosser Reaves.
 - iii) Concepts like “hard sell” and “Unique Selling Proposition (USP)” were the brainchild of
 - a) David Ogilvy
 - b) Claude Hopkins
 - c) Rosser Reaves
 - d) Don.E.Schultz.



- iv) Liking & Preferences are the stages of the Hierarchy of Effects Model.
- a) Cognitive b) Conative
c) Affective d) None of these.
- v) Which of following is not the advantages of Television, as an ad-media ?
- a) Mass Coverage b) High Reach
c) Low Attention Getting d) Favourable Image.
- vi) Gross Rating Point (G.R.P.) is
- a) Reach*Frequency
b) Average Frequency : Unduplicated Impression
c) Reach/Frequency
d) Reach – Frequency.
- vii) Some companies set their promotion budget to achieve share-of-voice parity with competitors. This is called the method.
- a) affordable b) competitive-parity
c) share-of-voice d) reliable.
- viii) Which of the following media types is best when an advertiser is looking for broad acceptance, flexibility, and good local market coverage ?
- a) Outdoor b) Magazines
c) Yellow pages d) Newspapers.
- ix) Which of the following major media types is traditionally best for providing demographic selectivity ?
- a) Outdoor b) Magazines
c) Yellow pages d) Newspapers.



- x) The number of people with target audience characteristics who actually saw an ad is known as
- a) audience
 - b) effective ad-exposed audience
 - c) circulation
 - d) effective audience.
- xi) In launching a new product, the advertiser must choose an advertising timing pattern. Which of the following timing patterns calls for advertising for some period, followed by a hiatus with no advertising, followed by a second period of advertising activity ?
- a) Continuity
 - b) Concentration
 - c) Flighting
 - d) Pulsing.
- xii) Large retailers and wholesalers have developed their own brands by contracting production for willing manufactures. These brands are known as brands.
- a) manufacturer
 - b) distributor
 - c) licensed
 - d) generic.

GROUP – B

(Short Answer Type Questions)

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

2. What factors should be taken into account for the purpose of preparation of an advertising budget ?
3. What do you understand by advertising message ?
4. “Positioning strategy plays a vital role in developing the advertising strategy” Explain.
5. Deliberate on trade related promotion techniques as a method of sales promotion.
6. Examine the DAGMAR approach.



GROUP – C

(Long Answer Type Questions)

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

7. a) What is the need for measuring ad effectiveness ?
b) Examine post testing techniques in detail. $5 + 10$
8. a) Outline the steps involved in Media Planning.
b) What are the factors based on which media selection is done ? $8 + 7$
9. a) Critically comment on the role and functions of Advertising Agencies and the Client-Agency relationship in today's market driven economy.
b) Describe how should a firm go ahead when it wants to change their advertising agency. $8 + 7$
10. a) What is positioning ?
b) What factors determine the positioning strategy of a product ?
c) What are the problems involved in it ? $4 + 7 + 4$
11. Write short notes on any *three* of the following : 3×5
- a) Pull and push strategies
b) Internet advertising
c) Advertising appeal
d) PR and propaganda – relationship
e) Designing effective body copy in print advertisements.
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