



Name :

Roll No. :

Invigilator's Signature :

**CS/MBA(NEW)/SEM-3(FT)/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) Who was the first Indian actress to endorse Lux brand of soap ?
- a) Reita Faria b) Zeenat Aman
- c) Leela Chitnis d) Juhi Chawla.
- ii) In which year "Made for each other" campaign for Wills was started ?
- a) 1943 b) 1953
- c) 1963 d) 1973.



- iii) Which among the following, is not a contribution of Advertising ?
- a) Stimulates demand
 - b) Develops brand preference
 - c) Increases sales volume
 - d) Decreases profits.
- iv) Which of the following is a constraint of Advertising ?
- a) Limited product differentiation
 - b) Cuts costs
 - c) Lowers prices
 - d) Increases profits.
- v) Which of the following is not a distinctive quality of Personal Selling ?
- a) Personal interaction
 - b) Cultivation
 - c) Response
 - d) All are distinctive qualities.
- vi) Reminder advertising becomes important in a product's
- a) Introduction Stage b) Growth Stage
 - c) Maturity Stage d) Decline Stage.
- vii) Informative advertising figures heavily in a product's
- a) Introduction Stage b) Growth Stage
 - c) Maturity Stage d) Decline Stage.



- viii) Advertising is any paid form of non-personal presentation and promotion of ideas, goods and services by
- a) A Well Wisher
 - b) An Identified Sponsor
 - c) The Consumers
 - d) All of them.
- ix) In the message generation stage of developing an advertising program, creative people tend to use
- a) Inductive Framework
 - b) Deductive Framework
 - c) Both Frameworks
 - d) None of these.
- x) Messages may be rated on the basis of
- a) Desirability
 - b) Exclusiveness
 - c) Believability
 - d) all of these.

GROUP – B

(Short Answer Type Questions)

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

2. Discuss with an example, the concept of 'Reach' and 'Frequency' in advertising.
3. Write a short note on Media strategies.
4. Discuss in brief the AIDA Model.
5. Explain the concepts of brand image, brand equity and brand positioning.
6. What are POP displays ? Elaborate with a suitable example.



GROUP – C

(Long Answer Type Questions)

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

7. Discuss the main reasons why sales promotion has growth rapidly and has become fiercer in recent times. 15
8. a) State the significance of 'Brand Personality' to an advertiser. How is brand personification done ?
- b) 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 :
- i) Dettol antiseptic liquid.
 - ii) All-Out mosquito repellent.
 - iii) ICICI Prudential life insurance.
 - iv) SONY Television.
 - v) Hyundai Santro car. $5 + (5 \times 2) = 15$
9. a) Explain the concept of advertising ethics.
- b) Do you think surrogated advertisements violate advertising ethics ?
- c) State the role of ASCI towards regulating the advertising industry. $4 + 4 + 7 = 14$
10. a) Explain the concept for advertising campaign planning.
- b) What are the factors that influence an advertising campaign planning ?
- c) Make a comparative analysis between audiovisual and print media. $4 + 5 + 6 = 15$
11. a) State the requirement for measuring advertising effectiveness.
- b) What are the various ways of post-testing methods of print advertisements ?
- c) What is DART ? Explain its significance. $5 + 7 + 3 = 15$