



Name :

Roll No. :

Invigilator's Signature :

CS/MBA(OLD)/SEM-3 FT & 5 PT/MM-302/2011-12

2011

ADVERTISING & SALES PROMOTIONS

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 the following : $10 \times 1 = 10$
 - i) The USP theory of creativity was developed by
 - a) Leo Burnett
 - b) David Ogilvy
 - c) Buzz Lurman
 - d) Rosser Reeves
 - ii) The full form of AIDA in the context of personal selling is
 - a) Action Interest Desire Attention
 - b) Attention Interest Desire Action
 - c) Attention Involvement Desire Action
 - d) Action Involvement Desire Attention.
 - iii) Advertising Agencies normally earns 15% commission from
 - a) Customers
 - b) Government
 - c) Clients
 - d) Media Houses.



- iv) Advertising in Print Media where the cost is shared between the parent company and their dealers is known as
- a) Retail Advertising
 - b) POP
 - c) Classified Advertising
 - d) Cooperative Advertising.
- v) Which one of the following is techniques of consumer sales promotion ?
- a) Trade Coupons
 - b) Sales Manuals
 - c) Price Discounts
 - d) Off Invoice allowance.
- vi) Who is known as the 1st Advertising Agent ?
- a) David Ogilvy
 - b) Jack Trout
 - c) Volney Palmer
 - d) Thomas Jefferson.
- vii) Which one of the following is Media Scheduling techniques ?
- a) Copy writing
 - b) Pulsing
 - c) Headline
 - d) Branding.
- viii) Advertising is a part of the
- a) Product Mix
 - b) Place Mix
 - c) Promotion Mix
 - d) Price Mix.
- ix) Visualizer and Layout artists work in which department on an Advertising Agency ?
- a) Account Management Dept.
 - b) Finance Dept.
 - c) Media Dept.
 - d) Creative Dept.



x) Headline and Slogan of Advertisements are generally written by

- a) Account Director b) Copy writer
c) Art Director d) Layout artist.

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following. 3 × 5 = 15

2. Distinguish between Display and Classified Advertising with examples.
3. What is Advertising appeal ? Comment on the different rational and emotional Advertising appeals with examples.
4. Mention the broad feature of Outdoor as an important Advertising Media option.
5. Discuss the “PULL PUSH” strategy of sales promotion.
6. Write a short note on the USP theory of creativity.
7. Mention the different techniques of Sales Promotion used for Sales Force.



GROUP – C

(Long Answer Type Questions)

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

8. Discuss the structure and functions of an Advertising Agency in terms of different departments.
9. Explain the concept of “Market Segmentation”. Mention the bases of segmenting a market with example of any FMCG brand.
10. Explain the features of the following Mass Media used in Advertising. T.V., Newspapers and Radio. $5 + 5 + 5$
11. Explain the different Media Scheduling strategy adopted by companies in 21st century.
12. What is Sales Promotion ? If you are a Brand Manager of a FMCG company how will you successfully implement consumer Sales Promotion scheme ? $5 + 10$
13. Define Advertising. Discuss the Broad Objectives of Advertising with examples. $3 + 12$
14. Write short notes on any *three* the following : $5 + 5 + 5$
 - a) Public Relations
 - b) Advertising Budget
 - c) Creativity in Advertising
 - d) Direct Marketing.