

- iii. What do you understand by ad appeal? Discuss various types of ad appeals in brief. **5** 1 4 3

Total No. of Questions: 6

Total No. of Printed Pages: 4

Enrollment No.....

Q.5 Attempt any two:

- i. Which are different types of sales promotion tools a FMCG company can use in promoting brands? **5** 1 2 4
- ii. What are the objectives of sales promotions? Describe coupons and rebate and state how do they differ. **5** 1 3 4
- iii. Differentiate between trade oriented and consumer-oriented sales promotion technique. **5** 2 5 4



Faculty of Management Studies
End Sem Examination Dec 2024
MS3ET04

Advertising & Sales Promotion in Foreign Trade
Programme: BBA Branch/Specialisation: Management

Duration: 3 Hrs.

Maximum Marks: 60

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d. Assume suitable data if necessary. Notations and symbols have their usual meaning.

Q.6 Attempt any two:

- i. Explain what does outsourcing of sales promotion mean. **5** 2 5 5
- ii. Write short note on designing of sales promotion campaign. **5** 4 4 5
- iii. Explain any two instances of businesses using sales promotion technique that you witnessed recently. **5** 3 4 5

Marks	BL	PO	CO	PSO
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- Q.1 i. Which of the following promotional forms is often described as being too impersonal and only a one-way communication form?
 (a) Advertising
 (b) Personal selling
 (c) Public relations
 (d) Sales promotion **1** 1 1 2
- ii. Which of the following would not be one of the primary advertising objectives as classified by primary purpose?
 (a) To inform
 (b) To persuade
 (c) To remind
 (d) To make profits **1** 1 1 1
- iii. Determining the promotion budget on the basis of financial availability of capital is characteristic of which of the following budget methods?
 (a) Affordable method
 (b) Percentage-of-sales method
 (c) Competitive-parity method
 (d) Objective-end-task method **1** 1 2 4

[2]

- iv. _____ are vehicles or channels through which the advertising messages are transmitted to target consumers so that the desired action may be induced at the consumer level.
- (a) Advertisement media
 - (b) Advertisement copy
 - (c) Advertising layout
 - (d) Teaser advertisements
- v. _____ is a plan of presenting the message in a more specific and compact form within the advertising space available to the target consumers.
- (a) Advertisement media
 - (b) Advertisement copy
 - (c) Advertising layout
 - (d) Teaser advertisements
- vi. The central theme of an advertisement that motivates the consumer to make a purchase decision is-
- (a) Advertising appeal
 - (b) Advertisement script
 - (c) Slogan
 - (d) Headline
- vii. Consumer promotion, trade promotion and _____ are the three forms of sales promotion.
- (a) Media promotion
 - (b) Sales force promotion
 - (c) Core promotion
 - (d) Media mix
- viii. Which type of sales promotion uses free samples, coupons, and rebates?
- (a) Consumer promotion
 - (b) Trade promotion
 - (c) Sales force promotion
 - (d) Place promotion

1 1 2 2

[3]

- ix. Consumer survey conducted throughout ad campaign is known as-
- (a) Consumer jury method
 - (b) Tracking study
 - (c) One to one interview
 - (d) None of these
- x. _____ consists of short-term incentives to encourage the purchase or sale of a product or service.
- (a) Segmented promotion
 - (b) Sales promotion
 - (c) Advertising
 - (d) A patronage reward
- Q.2**
- i. Give any two differences of advertising and sales promotion. **2** 1 2 1
 - ii. What are the social, economic and legal implications of advertisements? **3** 1 2 1
 - iii. Discuss the process of advertising goal setting with special reference to DAGMAR approach. **5** 2 3 1
- OR**
- iv. Discuss in detail types, function and remunerations of advertising agencies. **5** 2 2 1
- Q.3**
- Attempt any two:
- i. Discuss different advertising media highlighting their respective advantages and limitation **5** 2 4 2
 - ii. What factors have to be kept in mind while choosing media-mix for an advertising campaign **5** 1 3 2
 - iii. "Reach and frequency of any media are major consideration in media buying decision." Comment. **5** 4 5 2
- Q.4**
- Attempt any two:
- i. Define layout and discuss different types of layout with examples. **5** 1 3 3
 - ii. What are different types of advertising? Explain them with example. **5** 1 3 3

Marking Scheme

MS3ET04 (T) Advertising & Sales Promotion in Foreign Trade (T)

MS3ET04 (T) Advertising & Sales Promotion in Foreign Trade (T)		
Q.1	i) a) advertising ii) d) to make profits iii) a) Affordable method iv) a) advertisement media v) c) advertising layout vi) a) Advertising appeal vii) b) Sales Force Promotion viii) a) Consumer promotion ix) b) Tracking study x) b) Sales promotion	1 1 1 1 1 1 1 1 1 1
Q.2	i. Any two differences of Advertising and Sales Promotion ii. One Social, Economic and Legal Implications of advertisements iii. As per content explanation OR iv. Types, 1 mark Function and 2 marks Remunerations of advertising agencies. 2 marks	2 3 5 5
Q.3	i. different advertising media 3 marks advantages and limitation 2 marks ii. 5 factors for while choosing media – mix OR iii. As per explanation	5 5 5

Q.4	i. Define layout 1 marks different types of layout with examples. 4 marks ii. different types of Advertising 4 marks Explain them with example 1 mark OR iii. What do you understand by Ad appeal? 2 marks Discuss various types of ad appeals in brief. 3 marks	5 5 5 5
Q.5	i. 5 different types of Sales Promotion Tools used in promoting brands 5 marks ii. What are the objectives of Sales Promotions? 2 marks Coupons and Rebate and state how do they differ. 3 marks OR iii. Differentiate between trade oriented and consumer oriented sales promotion technique Any 5 1x5=5 marks	5 5 5
Q.6	i. As per explanation ii. As per explanation iii. As per explanation	5 5 5