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Faculty of Management Studies  
End Sem Examination Dec-2023

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.1 i. \_\_\_\_\_ is any paid form of non-personal presentation and promotion of ideas, goods, and services. **1**  
(a) Promotion (b) Advertising (c) Publicity (d) All of these
- ii. Which of the following is a global renowned advertising agency? **1**  
(a) Reliance trends (b) Tata ads  
(c) Both (a) and (b) (d) Ogilvy & Mather
- iii. \_\_\_\_\_ agency is owned completely by the advertiser. **1**  
(a) Modular (b) In-house (c) B2B (d) B2C
- iv. \_\_\_\_\_ helps fixing up the time slots according to the advertiser so that the message to be delivered will reach target audience in a proper way with proper timings. **1**  
(a) 4Ps of marketing (b) Production  
(c) promotion budgeting (d) Advertising scheduling
- v. What is full form of TRP in context of advertising? **1**  
(a) Television rating point (b) Television rhythm point  
(c) Transistor rating point (d) None of these
- vi. Advertisements directed from one business to other business are known as- **1**  
(a) Retail advertisements (b) Trade advertisements  
(c) Consumer advertisements (d) Display advertisements
- vii. The long-term sales effect of the sales promotion could be- **1**  
(a) Positive (b) Negative  
(c) Neutral (d) All of these

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- viii. Providing offer to refund a part of the purchase price of any product to consumer is known as- **1**  
(a) Coupon (b) Rebate/cash refund offer  
(c) Sales promotion (d) Both (b) and (c)
- ix. A certificate that gives buyer a kind of saving when they purchase any specified item is called- **1**  
(a) Coupon (b) Price pack (c) Premium (d) None of these
- x. If product is related to warranty, then price is related to- **1**  
(a) Retail outlets (b) Advertisements  
(c) Discounts (d) None of these
- Q.2 i. Define advertising and mention six functions of advertising. **4**  
ii. Explain any six objectives of advertising in detail. **6**
- OR iii. Discuss the social and legal implications of anyone advertising campaign of your choice in detail. **6**
- Q.3 i. What factors affect the costing of an advertisement? **2**  
ii. Write short note on 'Advertising Scheduling Models'. **8**
- OR iii. Explain how the 'Reach' and 'Visibility' of advertisements play an important role for firms. **8**
- Q.4 i. Define validity and reliability in context of advertisements. **4**  
ii. Explain six types of advertising with examples. **6**
- OR iii. Explain any six advertising appeals in details with examples. **6**
- Q.5 i. Define sales promotion and give one example. **2**  
ii. Differentiate between trade-oriented and consumer-oriented sales promotion. **8**
- OR iii. Explain the meaning of 'Scope of Sales Promotion'. Also state six objectives of sales promotion. **8**
- Q.6 i. Explain any two instances of businesses using sales promotion technique that you witnessed recently. **4**  
ii. Explain what does outsourcing of sales promotion mean. **6**
- OR iii. Write short note on "Designing of Sales Promotion Campaign". **6**

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