



Name :

Roll No. :

Invigilator's Signature :

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

2011

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 alternating for any *ten* of the following : 10 × 1 = 10
- i) Reminder advertising is suitable in a product's
 - a) Introduction stage b) Growth stage
 - c) Maturity stage d) Decline stage.
 - ii) If the aim of the promotion to introduce a new consumer product is to achieve high awareness levels, the firm will most likely make heavy use of in the promotional mix.
 - a) Advertising b) Sales promotion
 - c) Personal selling d) Publicity.
 - iii) A television advertisement showing the safety features of the Volvo 240 DL would be best classified as which of the following ?
 - a) Product advertising b) Pioneer advertising
 - c) Defensive advertising d) Societal marketing.



- iv) Which of the following is a part of the media that is specially designed to reach a very large or the whole population of a country ?
- a) Mass media b) Print media
c) Electronic media d) Internet.
- v) advertisements are competitive advertisements that show one brand's strengths relative to those of competitors.
- a) Advocacy
b) Competitive institutional
c) Reminder
d) Comparative
- vi) For an industrial advertiser which media will be suitable ?
- a) Billboards b) TV channels
c) Trade shows d) None of these.
- vii) High brand equity leads to
- a) Low advertisement costs
b) Premium pricing
c) both (a) and (b)
d) none of these.
- viii) Copywriting is done by
- a) Creative department
b) Account service department
c) Media management department
d) none of these.
- ix) When consumers are not able to recollect the stimulus that they have received, they are suffering from
- a) Selective attention
b) Selective comprehension
c) Selective retention
d) all of these.



- x) Advertisements can
- enhance belief about a certain product
 - change the perception about a product
 - change the perception about a competing product
 - only (a) and (b) but not (c)
 - all of the these.
- xi) Which of the following is not one of the three basic functions of marketing promotion ?
- Informing
 - Persuading
 - Reminding
 - Selling.
- xii) A detergent that advertises how clean it gets clothes is appealing to the consumer need.
- function
 - symbolic
 - biological
 - utilitarian.

GROUP – B

(Short Answer Type Questions)

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

- What is the role of Integrated Marketing Communication Process ? Do you think it can be more effective than conventional approaches to communicate with consumers ?
- Discuss the different types of consumer advertising.
- Define advertising and explain 5Ms of advertising.
- Discuss in brief, trade oriented promotions.
- Devise promotional strategies for the following products :
 - Dettol facewash.
 - Ariel Oxyblue detergent powder.



GROUP – C

(Long Answer Type Questions)

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

7. What is DAGMAR approach ? Describe the communication tasks based on the hierarchical model in detail. $6 + 9$
8. a) Write in detail the steps involved in the Media Planning Process.
b) What important factors should be considered in market analysis in developing media plan ?
c) Explain programme rating. How are broadcast media and magazine space costs calculated ? $6 + 4 + 5$
9. Discuss the importance of creativity in Advertising. How can you develop a creative brief ? What are the different creative strategies that an advertiser can adopt to formulate a successful advertisement ? $4 + 5 + 6$
10. Advertising campaigns are generally culture specific. A number of global brands that are now available in India are using varying strategies. Choose a few brands and critically analyse why some campaigns continue to use global strategies that also include global protagonists and why others have Indianized their approach, despite the promise of global quality.
11. a) Examine the role of ad-agency in advertising creation.
b) How the agency compensation is determined? Elucidate.

$7 + 8$