	Utech
Name :	
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Invigilator's Signature :	

# CS/BBA(H)/SEM-6/BBA-602/2010 2010

## **MARKETING MANAGEMENT - III**

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 any ten of the following :  $10 \times 1 = 10$ 
  - i) A large oil company runs advertisements that show how its employees are involved in the community development activities. This is an example of
    - a) informative advertising
    - b) institutional advertising
    - c) comparative advertising
    - d) reminder advertising.
  - ii) Which of the following factors is designed in the advertising message to prompt the audience to take an action, leading to purchase?
    - a) Message content b) Message format
    - c) Message structure d) Message meaning.

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- iii) Newspaper, television, radio collectively constitute the most appropriate media for
  - a) a new product to be introduced in the market
  - b) demonstration of product and service
  - c) building goodwill of company
  - d) none of these.
- iv) DAGMAR approach is related to
  - a) advertising media
- b) advertising message
- c) advertising objective
- d) none of these.
- v) In the advertising process, client is the
  - a) advertising agency
- b) advertiser
- c) media organisation
- d) interactive agency.
- vi) Advertising is a process of
  - a) promotion
- b) public relation
- c) sales promotion
- d) none of these.

- vii) USP means
  - a) unique selling proposition
  - b) unique selling product
  - c) united selling project
  - d) unique sales promotion.
- viii) Consumer sweep takes a form of
  - a) advertisement
- b) sales promotion
- c) publicity
- d) personal selling.
- ix) Catalogue is a form of
  - a) press advertising
  - b) outdoor advertising
  - c) direct mail advertising
  - d) visual advertising.



- x) After-sales service is a form of
  - a) wholesaler's sales promotion programme
  - b) customer's sales promotion programme
  - c) dealer's sales promotion programme
  - d) manufacturer's sales promotion programme.
- xi) The qualitative value of an exposure through a given medium is known as
  - a) reach

b) frequency

- c) impact
- d) none of these.
- xii) ...... is concerned with timing the insertion of advertisement in the selected media.
  - a) Scheduling
- b) Coordination
- c) Motivation
- d) Media selection.

#### **GROUP - B**

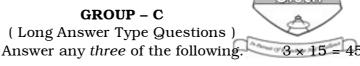
## (Short Answer Type Questions)

Answer any *three* of the following.

 $3 \times 5 = 15$ 

- 2. What are the steps involved in the preparation of advertising budget?
- 3. Point out the differences between advertising and sales promotion.
- 4. What are the components of an advertising copy?
- 5. Discuss the significance of the AIDA model in advertising.
- 6. Discuss the '5 M theory' of advertising in brief.

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- 7. a) What is meant by effectiveness of an advertisement?
  - b) Discuss briefly the major methods of measuring advertising effectiveness.
- 8. a) What is media planning? Discuss the advantages and disadvantages of the different types of media. 6
  - b) What is display advertising? Explain with examples its different types.
  - c) What are the factors to be considered for selecting an advertising agency?
- 9. a) What is sales promotion? Explain its objectives. 4
  - b) Discus the different consumer sales promotion tools. 6
  - c) What are some of the relevant social aspects which should be considered in developing advertising strategy
    ?
- 10. a) Discuss the Lavidge and Steiner's hierarchy of effects model.
  - b) Distinguish between 'Top Down' and 'Build Up' approaches to formulation of advertising budget. 4
  - c) Explain the different stages in advertising planning.

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11. a) Explain the features of the following mass media used in advertising:

TV, Newspapers and Radio.

3 + 3 + 3

b) If you are the brand manager of an FMCG company, how would you implement consumer sales promotion scheme?

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