



Name :
Roll No. :
Invigilator's Signature :

CS / BSM (N) / SEM-4 / BSM-404 / 2011

2011

**ADVERTISING PUBLIC RELATION AND
SPONSORSHIP IN SPORTS**

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) Public Relations is a part of which of the following ?
 - a) Product Mix
 - b) Price Mix
 - c) Promotion Mix
 - d) Place Mix.
 - ii) Account Executive is a person working in an Advertising Agency in the
 - a) Account Management Department
 - b) Finance Department
 - c) Media Department
 - d) Creative Department.



- iii) Advertising Agencies normally earns 15% commission from
- a) Customers b) Government
c) Clients d) Media Houses.
- iv) Which sports person is endorsing Royal Bank of Scotland ?
- a) MS Dhoni b) Sachin Tendulkar
c) Yuvraj Singh d) Gautam Gambhir.
- v) Who is known as the 1st Advertising Agent ?
- a) David Ogilvy b) Volney Palmer
c) Jack Trout d) None of them.
- vi) Which company has recently tied up with Kolkata Knight Riders as drinks partner ?
- a) Coca Cola b) Pepsi
c) Complian d) Boost.
- vii) In which type of advertising the cost is shared between the manufacturer and its dealers ?
- a) Retail Advertising
b) Cooperative Advertising
c) Both (a) and (b)
d) None of these.
- viii) Which sports person is the brand ambassador of AVIVA ?
- a) Yuvraj Singh b) Suresh Raina
c) MS Dhoni d) Sachin Tendulkar.



- ix) The Asian Cup Football matches were shown live in which TV Channel in India ?
- a) ESPN & Star Sports b) 24 Ghanta
c) Neo Sports d) Zee Sports.
- x) Brand Manager works in
- a) Ad agency b) Media house
c) Advertiser's office d) none of these.

GROUP - B

(Short Answer Type Questions)

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

2. Write short notes on Advertising Budget.
3. Mention 3 brands endorsed by (a) Sachin Tendulkar, (b) M.S. Dhoni.
4. Discuss about Display and Classified advertising.
5. Discuss the important duties and responsibilities of a Brand Manager.
6. Define Public Relations. Mention the board types of public in Public Relations.

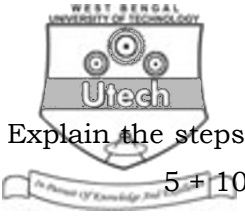
GROUP - C

(Long Answer Type Questions)

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

7. Define Advertising. Discuss the different objectives of Advertising with examples.

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8. What do you understand by sponsorship ? Explain the steps involved in writing a sponsorship proposal. 5 + 10

9. Define Branding. Mention the characteristics of a good Brand name. What do you understand by Brand positioning ?

5 + 5 + 5

10. Explain the structure and function of an Advertising Agency in detail.

11. Share your views on the sponsorship of

i) ICC World Cup, 2011

ii) IPL , 2011

iii) Mohan Bagan Athletic Club.

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