	Utech
Name:	(4)
Roll No. :	Supreme (Venerality and College)
Invigilator's Signature :	

## CS/MBA (NEW)/SEM-3 (FT) & 5 (PT)/MM-302/2010-11 2010-11

## **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.

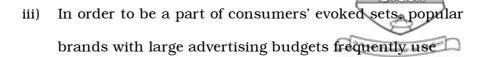
# GROUP – A ( Multiple Choice Type Questions )

1. Choose the correct alternatives for any *ten* of the following :

 $10 \propto 1 = 10$ 

- i) The DAGMAR approach was developed by
  - a) David Ogilvy
- b) Russel Colley
- c) Philip Dusenberry
- d) Rosser Reeves.
- ii) In advertising agencies, copywriters would be a part of
  - a) Media department
  - b) Creative services
  - c) Research department
  - d) Finance department.

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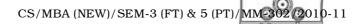


- a) subliminal advertising
- b) surrogated advertising
- c) reminder advertising
- d) persuasive advertising.
- iv) 'Slice of life' is an
  - a) advertising objective
  - b) advertising strategy
  - c) advertising executional framework

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- d) advertising appeal.
- v) Messages may be rated on the basis of
  - a) Desirability
  - b) Exclusiveness
  - c) Believability
  - d) all of these.

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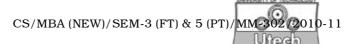


vi) Segmentation based on age, sex, colour, creed is known as

- a) demographic segmentation
- b) psychographic segmentation
- c) geographic segmentation
- d) none of these.
- vii) The stages of response in the innovation adoption model is
  - a) Attention-Interest-Evaluation-Trial
  - b) Awareness-Interest-Evaluation-Trial-Adoption
  - c) Awareness-Interest-Demonstration-Action
  - d) Trial-Interest-Evaluation-Adoption.
- viii) The first step of the objective-and-task method is
  - a) assessing the communications functions
  - b) establishing specific marketing objectives that need to be accomplished
  - c) determining advertising's role in the total communication mix
  - d) establishing specific advertising goals in terms of the levels of measurable communication response required to achieve marketing objectives.

- ix) A strength of radio advertising is
  - a) the ability to reach prospective customers on a personal and intimate level
  - b) low cost per thousand
  - c) short lead times
  - d) all of these.
- x) A detergent that advertises how clean it gets clothes is appealing to the ...... consumer need.
  - a) Functional
  - b) Symbolic
  - c) Biological
  - d) Utilitarian.
- xi) Marketers can enhance the consumers' ability to access knowledge structures by
  - a) using loud music
  - b) using colourful ads
  - c) employing verbal framing
  - d) repeating brand information.

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#### **GROUP - B**

#### (Short Answer Type Questions)

Answer any three of the following.

 $3 \propto 5 = 15$ 

- 2. Differentiate between pull and push strategies.
- 3. Write notes on CPM and CPRP and its utility in advertising.
- 4. What important factors should be considered in the development of a media plan?
- 5. Explain the term 'media scheduling'. What is meant by 'flighting'?
- 6. Mention promotional strategies for the following products / brands ( any *two* ):
  - a) Dabur Honey
  - b) Linc Pen
  - c) Tata Docomo.

## **GROUP - C**

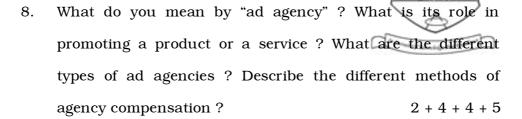
## (Long Answer Type Questions)

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

7. What is Integrated Marketing Communication ( IMC )?

Describe the relationship between advertising and other promotional mix elements in an IMC programme. What are the reasons for the growing importance of IMC?

3 + 7 + 5



- 9. What is market segmentation? What are the different types of market segmentation? What is positioning? What are the different positioning strategies? 2 + 4 + 3 + 6
- 10. a) What is 'Brand Image' and 'Brand Equity'?
  - b) How are brands differentiated ? Explain.
  - c) Explain how the advertiser has tried to create brand value proposition and desired image in the minds of target consumer for the following brands through their advertisements:  $5 \propto 2 = 10$

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- i) Dove Hairfall Therapy
- ii) Kotak Mahindra Life Insurance
- iii) Cadbury Dairy Milk Chocolate
- iv) Volkswagen Automobile
- v) Ghadi Detergent Powder.

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- 11. a) "Advertising no longer builds brands, at best it helps

  Public Relations to do that." Explain. 5
  - b) What is Direct Marketing ? How does it aid IMC programme ?
  - c) Discuss the role of Public Relations in today's businessclimate.6

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