

2012

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 × 1 = 10

i) In communication process, the audience may change

the message to hear what they want to hear. This is

known as

a) Selective attention b) Selective distortion

c) Selective recall d) None of these.

ii) advertising is directed toward people who are

not the final consumers.

a) Trade b) Industrial

c) Institutional d) Professional.

iii) In the advertising process, “Client” is the

a) Advertising agency b) Advertiser

c) Media organisation d) Interactive agency.

iv) “Advertising is any form of

presentation and promotion of ideas, goods and services

by an identified sponsor”.

a) Non-paid, Non-personal

b) Non-paid, personal

- c) Paid, personal
- d) Paid, non-personal.
- v) For an industrial advertiser which media will be suitable ?
 - a) Billboards b) TV channels
 - c) Trade shows d) None of these.
- vi) High brand equity leads to
 - a) Low advertisement costs
 - b) Premium pricing
 - c) Both a & b
 - d) None of these.
- vii) Copywriting is done by
 - a) Creative department
 - b) Account service department
 - c) Media management department
 - d) None of these.
- viii) 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.
- ix) Advertisements can
 - a) enhance belief about a certain product
 - b) change the perception about a product
 - c) change the perception about a competing product
 - d) only (a) & (b) but not (c).
- x) Which of the following steps of direct marketing process involves receiving orders, processing orders, managing

the inventory and managing customer queries and complaints ?

- a) Evaluation of the marketing campaign
 - b) Order fulfilment
 - c) Implementing the marketing campaign
 - d) Content designing of the marketing campaign.
- xi) Advertisements placed on Metro trains' doors come under the category of
- a) In-store Media b) Mass-transit Media
 - c) Video on Wheels d) Aerial Advertising.
- xii) Advertising agency is / are
- a) An independent business organisation
 - b) Composed of creative and business people
 - c) One who develops, prepares and places advertising on advertising media
 - d) all of these.

GROUP – B

(Short Answer Type Questions)

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

- 2. What are the components of an advertising copy ?
- 3. Discuss the '5 M theory' of advertising in brief.
- 4. Discuss briefly the concept of marketing communication mix.
- 5. Write a note on the Hierarchy of effects model propounded by Lavidge & Steiner.
- 6. Discuss the significance of the AIDA model in advertising.

GROUP – C

(Long Answer Type Questions)

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

- 7. What is a creative brief ? Give examples. What are the

different types of body copy ? What are the different parts of a print ad ? 5 + 5 + 5

8. What are the different types of sales promotion options available to a company ? Distinguish between :

a) Push & Pull promotion

b) consumer & trade promotion 9 + 6

9. a) Discuss the role of an advertising agency.

b) What steps should an advertiser adopt for selection of an advertising agency ? 5 + 10

10. a) Explain the different Media Scheduling strategy adopted by companies in 21st Century in brief.

b) If you are a Brand Manager of a Consumer Durable company, how will you successfully implement consumer Sales Promotion scheme ? 9 + 6

11. Write short notes on any *three* of the following : 3 × 5

a) Functions of advertising.

b) Brand positioning.

c) Appeals in advertising.

d) Factors affecting allocation of ad budget.

e) DAGMAR approach.

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