

CS/BBA(H)/SEM-6/BBA-602/2012

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) ..... is an effort to make available certain information to the public

a) Advertising b) Marketing

c) Sales promotion d) Publicity.

ii) In AIDA Concept 'D' stands for

a) Desire b) Defect

c) Defend d) Decision.

iii) A.A.A.A. stands for

a) American Advertising Agencies Association

b) Asian Advertising Agencies Association

c) African Advertising Agencies Association

d) none of these.

iv) ..... is an indoor advertising media.

a) Posters b) Sky-writing

c) Electric signs d) Press media.

v) ..... is an outdoor advertising media.

a) Painted displays b) Radio media

- c) Press media d) Film media.
- vi) Headlines and slogan of advertisements are generally written by
- a) Account director b) copywriter  
c) art director d) layout artist.
- vii) Which one of the following is the techniques of consumer sales promotion ?
- a) Trade coupons b) Sales manuals  
c) Price discounts d) Off invoice allowance.
- viii) Advertisements in newspapers that uses copy, visuals and illustrations are known as
- a) Classified ad b) POP ad  
c) Tender ad d) Display ad.
- ix) "Buy one get one free" is a / an
- a) advertising b) sales promotion  
c) publicity d) PR.
- x) Informative advertising related with ..... stage of product life cycle.
- a) introduction b) growth  
c) maturity d) decline.
- xi) Scheduling ads unevenly or ..... builds awareness that is intended to be carried over to the next advertising period.
- a) sequencing b) segmenting  
c) hard hitting d) pulsing.
- xii) Ads that are built around dream themes use which types of execution style ?
- a) Mood or image b) Fantasy

c) Slice of life d) Musical.

GROUP – B

( Short Answer Type Questions )

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

2. Elucidate the Hierarchy-of-effects model proposed by Lavidge Steiner. Is the model applicable for a brand of table salt ?

4 + 1

3. Briefly examine the following terms :  $2 \times 2.5$

a) reach

b) frequency.

4. Indicate the comparative merits and demerits of newspaper advertisements.

5. a) Advertising is a waste — Comment.

b) State the chief functions of a salesman.  $2 + 3$

6. Recommend suitable media vehicles for the following products with a reason :

(i) Soft drink

(ii) Anti-ageing cream

(iii) Alcoholic beverage

(iv) Business school

(v) Slimming capsules.

GROUP – C

( Long Answer Type Questions )

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

7. What do you understand by marketing communication mix ?

How is it different from Integrated Marketing

Communication ? Elaborate your answer with a diagram.

5 + 10

8. a) Define advertising budget.
- b) Discuss the steps involved in the preparation of advertising budget.
- c) Discuss any two methods followed by the companies to fix the advertisement budget.  $3 + 6 + 6$

9. a) What is meant by the effectiveness of an advertisement ?

- b) Examine the major methods employed to measure advertising effectiveness.  $5 + 10$

10. a) What marketing objectives drive sales promotion ?

b) Discuss the major trade related tools of sales promotion.

c) Recommend sales promotion strategies for the following :

(i) a beauty parlour

(ii) readymade garments.  $4 + 6 + 5$

11. Write short notes on any *three* of the following :  $5 \times 3$

a) Role of an advertising agency

b) Rational and emotional appeal

c) Media scheduling

d) Role of source in communication

e) Difference between advertising and sales promotion.

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