



## BRAINWARE UNIVERSITY

Course – MBA

Advertising and Sales Promotion (MM302)

(Semester – 3)

**Time allotted: 3 Hours**

**Full Marks: 70**

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

### Group –A

(Multiple Choice Type Question)

**1. Choose the correct alternatives for the following:**

**10 x 1 = 10**

i) When the manufacturer and retailer share the cost of advertisements, it is called:-

- a) Co-branded advertising      b) Co-operative advertising  
c) Co-sharing advertising      d) None of the above

ii) For a lifestyle product with elitist image but not having national presence in India, which of the following events will be suitable to be associated with for marketing?

- a) Motor-bike racing      b) Cycling race      c) Car rally      d) Horse racing

iii) AIDA stands for awareness, \_\_\_\_\_, desire and \_\_\_\_\_.

- a) interest; action      b) intensity and appeal      c) involvement ; action

iv) If an organisation's objective were to reach masses of buyers that were geographically dispersed at a low cost per exposure, the organisation would likely choose which of the following promotion forms?

- a) Sales promotion      b) Public relations.      c) Personal selling.      d) Advertising.

v) It is popularly known as free form of promotion

- a) Advertisement b) Publicity c) Personal Selling d) Marketing

vi) Which among the following is an example of Trade promotion?

a) Coupons b) Samples c) Push Money d) None of these

vii) Which among the following is a Pull Strategy?

a) Trade promotion b) Consumer Promotion c) Sales Force Promotion d) None of these

viii) Series of advertisement messages that share a single idea or theme is

a) Advertisement Campaign                      b) Advertisement Group                      c) Advertisement Cluster  
d) Advertisement Series

ix) The process of purchasing space in a media is

a) Media Spacing b) Media Scheduling c) Media Purchasing d) Media Buying

x) The plan that show time, date and frequency of an advertisement is

a) Media Plan b) Media Schedule c) Media Time d) Media Space

### **Group - B**

**(Short Answer Type Questions)**

**Answer any three of the following**

**3 x 5 = 15**

Write Short Notes on:

2. Use of humour in advertising

3. Display Advertising

4. Creative Strategy

5. Target Ratings Points (TRPs)

6. Types of Media

## **Group- C**

### **(Long Answer Type Questions)**

**Answer any three of the following**

**3 x 15 = 45**

7. An agency has written a very humorous and catchy spot to promote use of the metro train service over other forms of transportation in Kolkata. Suggest a media plan for the service.
8. As an executive with an agency you are working at designing and campaigns for two of your clients. The clients are: (a) Owner of a skincare clinic (b) LED TV marketer. Develop an argument for the usage of central and peripheral routes for the above products and services.
9. Analyse in detail how the Government of India manage citizen engagement through media (both online and offline) for positioning the demonetization.
10. Assume that you have been hired as an account planner by an advertising agency and assigned to work on the advertising campaign for a new brand of bottled water. Describe the various types of general and product-specific pre-planning input you might provide to the creative team.
11. Discuss some of the reasons why some companies decide not to measure the effectiveness of their promotional programs. Explain why this may or may not be a good strategy.