



BRAINWARE UNIVERSITY

Term End Examination 2018 - 19

Programme – Master of Business Administration

Course Name – Advertising and Sales Promotion

Course Code – 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)

10 x 1 = 10

1. *Choose the correct alternative from the following*

(i) Spot concept is related to

a. Electronic Media

b. Print Media

c. Both a and b

d. None of these

(ii) Segmentation based on age, gender, colour and creed is known as

a. Demographic Segmentation

b. Psychographic Segmentation

c. Geographic Segmentation

d. Behavioural Segmentation

(iii) In AIDAS theory 'S' stands for

a. Saturation

b. Standard

c. Subset

d. Satisfaction

(iv) The concept of Vampire Effect is related to

a. Advertising

b. Sales Promotion

c. Public Relation

d. Personal Selling

(v) USP stands for

a. Umbrella Selling Proposal

b. Unique Selling Proposition

c. Unique Standpoint

d. Undo Selling Proposal

Proposition

- (vi) The most fundamental purpose of Promotion is to
- a. Increase Sales
 - b. Attract Customer
 - c. Combat Competition
 - d. Communicate
- (vii) The sequence of response in the AIDA model is
- a. Attention-Interest-Desire-Action
 - b. Awareness-Interest-Desire-Action
 - c. Action-Involvement-Demonstration-Awareness
 - d. Awareness-Involvement-Demonstration-Action
- (viii) Advertising is any paid form of non-personal presentation and promotion of ideas, goods and services by
- a. A Well Wisher
 - b. An Identified Sponsor
 - c. The Consumers
 - d. All of them
- (ix) Celebrities are used in Advertising to
- a. To attract the audience
 - b. To have high recall
 - c. To establish brand personality
 - d. All of these
- (x) Reminder Advertising becomes important in a product's
- a. Introduction Stage
 - b. Growth Stage
 - c. Maturity Stage
 - d. Decline Stage

Group – B

(Short Answer Type Questions)

3 x5 = 15

Answer any *three* from the following

- 2. Write a short note on Corporate Advertising 5
- 3. Write a short note on Brand Life Cycle 5
- 4. “Slot selection plays a vital role in deciding the fate of advertising.” Explain 5
- 5. What are the major implications of Integrated Marketing Communications from Advertising point of views? 5
- 6. What are the disadvantages of using brand ambassadors for advertising a product? 5

Group – C

(Long Answer Type Questions)

3x 15 = 45

Answer any *three* from the following

- | | | | |
|-----|-----|---|----|
| 7. | (a) | Define Advertising Agency. | 4 |
| | (b) | What are the departments of different full service agency? Discuss in detail with suitable example. | 11 |
| 8. | (a) | What do you mean by advertising budget? Explain in brief. | 5 |
| | (b) | What are the different approaches of preparing advertising budget? Explain in details. | 10 |
| 9. | (a) | What is meant by Brand Image? | 3 |
| | (b) | What according to you are two important brand image dimensions of Colgate? Explain in details. | 12 |
| 10. | (a) | Define Public Relations. | 3 |
| | (b) | How Public Relations is different from Propaganda? | 3 |
| | (c) | Explain the Communication Functions of Public Relations with suitable example. | 9 |
| 11. | (a) | What is Advertising Appeal? | 2 |
| | (b) | Discuss about different types of Appeal used in Advertising with suitable example. | 9 |
| | (c) | Justify the use of Fear Appeal in Advertising with suitable example. | 4 |
