

NEW

2017

M B A

4th Semester Examination

Subject : PROMOTION MANAGEMENT

(Specialization : Marketing Management)

PAPER—M-401

Full Marks : 100

Time : 3 Hours

The figures in the right-hand margin indicate full marks.

Candidates are required to give their answers in their own words as far as practicable.

Illustrate the answers wherever necessary.

1. Answer any *eight* questions : 8×5

(a) What do you mean by advertising? Is it same as Publicity?

(Turn Over)

- (b) What is advertising copy? What are its salient features?
- (c) What is media research? Explain its importance.
- (d) What is meant by surrogate advertising? Explain with suitable example.
- (e) "Though your advertising reaches the right persons, you still may be unsuccessful if you do not have an effective message to communicate"—Explain.
- (f) Give examples of some common 'Pull' and 'Push' promotions.
- (g) Distinguish between In-house agency and an advertising department.
- (h) Discuss the Wilbur Schramm's model of communication.
- (i) "Nothing happens until somebody sells something". Comment on how promotion should respond to this adage.
- (j) What are the major limitations in measuring the effectiveness of the promotional program?
- (k) Describe the elements of personal selling.

- (1) Write short notes on :
- (i) Industrial Advertising ;
 - (ii) Consumer Advertising.

2. Answer any *four* questions : 4×10

- (a) What are the objectives of sales promotion ? Explain the methods of sales promotion.
- (b) What is an advertising agency? What are the essential features of a good advertising agency ?
- (c) Write short notes on :
 - (i) Blimp ;
 - (ii) Transit advertising ;
 - (iii) Humour appeal.
- (d) What is full service advertising agency? State the responsibilities of full service advertising agencies with example.
- (e) Explain broadcast media. What are its advantages and disadvantages ?
- (f) Read the following case and answer the question :

A Public company was started in January 2007 in the Eastern India. In 2010, the Directors decided to enter the fruit canning industry since there was lot of

demand in foreign and domestic markets, for good quality canned foods. The Company's products were branded with the name 'Sweety'. The Products were mango pulp and mango juice, jams, etc. The management of the company has not been fully satisfied with the sales figures.

How will you design advertising campaign to enhance the sales of its Product ?

[Internal Assessment : 20 Marks]
