

**2010**

**MASTER OF BUSINESS ADMINISTRATION**

**[Third Semester Examination]**

**(Advertising and Sales Promotion Management)**

**[Specialisation : Marketing Management]**

**PAPER—M 305**

**Full Marks : 100**

**Time : 3 hours**

***The figures in the right-hand margin indicate marks***

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

***Illustrate the answers wherever necessary***

**Write the answers to questions of each Half  
in separate books**

**(Turn Over)**

FIRST HALF

[Marks : 50]

1. Answer any *four* questions of the following : 5>
- (a) Give a brief focus on Wilbur Schramm's model of Ad Communication Process.
  - (b) Elaborate the 'DAGMAR' approach as envisaged by R.H. Cooley.
  - (c) Illustrate different thematic orientation of ad message development.
  - (d) What is cognitive dissonance? How the theory of cognitive dissonance helps the advertiser to design effective advertising strategies? 2+
  - (e) What are the economic effects of advertising?
  - (f) What is media reach? Distinguish between 'with vehicle duplication' and 'between-vehicle duplication'. 2+

2. Answer any *two* questions of the following : 10×2

(a) What do you mean by integrated marketing communication (IMC)? What are its basic characteristics? Describe the probable outcome of practicing non-integrated, rather than integrated marketing communication.

2+3+5

(b) Make an elaboration of different techniques for measuring the effectiveness of an ad copy before publication.

10

(c) Discuss the role of advertising agency. What are the relative merits and demerits of centralised, decentralised and 'In-house agency' system of advertising functions ?

4+6

[ *Internal Assessment* : 10 Marks ]

### SECOND HALF

[ *Marks* : 50 ]

3. Answer any *four* questions of the following : 5×4

(a) Whether 'push' or 'pull' strategy of sales promotion would you recommend for launching a new product and why ?

- (b) What do you mean by internet marketing ?
  - (c) Outline the objectives of trade promotion.
  - (d) How could you measure the impact of sales promotion on sales ?
  - (e) State the role of Public Relations in crisis management.
  - (f) Explain with suitable examples, how does a firm stimulate its sales-force by setting 'Themes'.
4. Answer any *two* questions from the following : 10 x 2
- (a) You are the marketing manager of a medium sized company operating in a highly competitive market. Suggest the consumer promotion techniques the company may opt for.
  - (b) Discuss the different sales promotion schemes used to motivate sales personnel.
  - (c) Explain in detail how direct mail can be used as a promotional tool.

[ *Internal Assessment* : 10 Marks ]