

2012

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* of the following : 5 × 4
- (a) Briefly discuss the ethical aspects of advertising.
 - (b) Briefly explain the theory of Cognitive Dissonance.
 - (c) What factors should be considered while determining the advertising budget ?
 - (d) Briefly discuss the importance of media planning.
 - (e) State the difference between Public Service Advertising and Commercial Advertising.
 - (f) Briefly explain the A.I.D.A model.
2. Answer any *two* of the following : 10 × 2
- (a) Discuss Wilbur Schramm's Model of advertising communication. 10
 - (b) Define Integrated Marketing Discuss the advantages of the Integrated Marketing Communication (I.M.C). 2 + 8

- (c) Explain media scheduling and elaborate different scheduling methods with examples. 10

[*Internal Assessment – 10 Marks*]

SECOND HALF

[*Marks : 50*]

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

- (a) Whether 'pull' or 'push' strategy of sales promotion would you recommend for launching a product and why?
- (b) Explain the concept of 'Cause-related Marketing' with a suitable example.
- (c) How would you distinguish between 'Aggressive Brand Switching' and 'Defensive Brand Switching'?
- (d) State the basic objectives pursued through consumer sales promotion.

- (e) What are the different public relation tools ?
- (f) Assess the efficacy of 'Price-discounts' as a promotional tool used by a retailer.

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

- (a) Enumerate the major causes of gradual growth of sales promotion in India in recent years.
- (b) Outline the different schemes of sales promotion aimed at the Traders.
- (c) Briefly discuss the procedure of evaluating a sales promotion programme.

[*Internal Assessment – 10 Marks*]
