

2018

MBA

4th Semester Examination

PROMOTION MANAGEMENT

(Specialisation : Marketing Management)

PAPER—M-401

Subject Code—09

Full Marks : 100

Time : 3 Hours

The figures in the margin indicate full marks.

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

Illustrate the answers wherever necessary.

Group-A

1. Answer any *eight* questions : 8×5
- (a) What are the basic role of promotion ?
 - (b) 'In order to communicate effectively, the source need to be credible and familiar' — explain the term with an example.
 - (c) Differentiate between advertisement and sales promotion with example.

(Turn Over)

- (d) What do you understand by hierarchy of effects model ?
- (e) What is integrated marketing communication (IMC) approach ?
- (f) 'Public relation is an organisational activity involved with goodwill building between company and its publics' — do you agree ? Explain with example.
- (g) Define prospecting in the context of personal selling. What are the essential features of a good prospect ?
- (h) What are the advantages and disadvantages of sales promotion ?
- (i) What do you mean by the effectiveness of Advertising ? Discuss briefly about the major methods for measuring effectiveness of Advertising.
- (j) What is media planning ? What are the steps to be considered for selecting a media for advertising ?
- (k) Briefly discuss about different types of advertising budget. What are the steps involved in the preparation of advertising budget ? What are the different stages of advertising planning ?
- (l) Write short notes on :
 - (i) Co-operative advertisement ;
 - (ii) Idea advertisement.

Group-B

2. Answer any *four* questions : 4×10

(a) Discuss about different consumer sales promotion tools. Briefly explain about different types of Premium sales promotion tools. 7+3

(b) What do you mean by "Ad agency"? What is its role in promoting a product or a service? What are different types of it? What are the factors to be considered for selecting advertising agency? 1+2+3+4

(c) Read the following case and answer the question :

In a very basic form, honey is being used in India for centuries. The product finds reference in our ancient scripts using for medicinal value in many Ayurvedic and Unani medicines. The business of honey is mostly unorganised and in the urban market, sales are limited to outlets at cottage industry emporiums and small industry promotion outlets owned by various government agencies.

In the organised sector, Newfirm Industries Limited, a Rs. 500 crore company, was the first to enter the market with its branded honey, 'honeybee'. The product was sourced from beehives developed by the company and handled by Ayurvedic product division of the company. The product was initially distributed through around 40,000 outlets in the market. Though initially honeybee managed to maintain a decent sales revenue but the demand was low.

After two years of marketing, the company still had no competitor. Meanwhile, an international company which sold branded honey overseas, also entered the Indian market. The company entered the market with huge advertisement support and had decided to position its product as a healthy breakfast supplement.

This was the right time for Newfirm to leverage on its brand image and reputation and push the product heavily to ward off any threat to its growth and market share.

What advertising and sales promotion efforts can Newfirm use to attract consumers who have not responded so far ?

- (d) What do you mean by selling process ? Discuss about the different stages of selling process ?
- (e) Describe the 5M theory of advertising.
- (f) What is promotional budget ? Briefly describe the different budgeting methods for determining promotional budget.

2+8

[Internal Assessment : 20]
