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MBA/IIIS/M-305/13

2013

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)

(2)

FIRST HALF

[Marks : 50]

Time : $1\frac{1}{2}$ hours

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

- (a) Explain the potential of advertising in promoting sustainable consumption.
- (b) Critically evaluate DAGMAR approach in the setting of advertising objective.
- (c) Effective communication means lesser is the 'noise' – Explain with example.
- (d) Discuss the process of communication.
- (e) Briefly explain how pricing is related with advertising.
- (f) Discuss the importance of media planning.

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

- (a) Briefly discuss the A.I.D.A Model of Advertising.

- (b) Is advertisement expenditure unnecessary and wasteful ? – Justify.
- (c) Discuss the legal aspects of advertising.

[*Internal Assessment* : 10 Marks]

SECOND HALF

[*Marks* : 50]

Time : $1\frac{1}{2}$ hours

3. Answer any *four* of the following questions : 5 × 4
- (a) Why is 'sales promotion' preferred to 'Advertising' for stimulating sales in recent years ?
 - (b) How would you distinguish between 'Bonus-packs' and 'Banded packs' ?
 - (c) Outline the major objectives pursued through price-discounts.
 - (d) State the basic elements of an apology tendered as a reactive form of crisis management and damage control.

(4)

(e) What are the principal drawbacks of sales promotion ?

(f) Differentiate between 'Direct marketing' and 'Personal selling'.

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

(a) Briefly discuss the basic objectives pursued through Trade Sales promotion.

(b) Briefly discuss the suitable sales promotion strategies for promoting a consumer goods at different stages of its Product Life Cycle.

(c) Explain the role of sales promotion towards influencing Consumers' price perception.

[*Internal Assessment* : 10 Marks]
