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2015

MBA 3rd Semester Examination

ADVERTISING AND SALES PROMOTION MANAGEMENT

(Specialisation : Marketing Management)

PAPER—M-305

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.

Write the answers to Questions of each Half in separate books.

(First Half)

[Marks : 50]

1. Answer any four questions : 5×4

- (a) Elaborate the 'DAGMAR' approach as envisaged by R. H. Cooley.

(Turn Over)

- (b) Outline the various purposes of advertising.
- (c) What is direct response advertising and cause related advertising ?
- (d) Write a short note on 'co-branding'.
- (e) What is cognitive dissonance ? How does this knowledge help to create effective advertising ?
- (f) Outline the components of integrated marketing communication (IMC).

2. Answer any *two* questions : 10×2

- (a) Elaborate on the different techniques for measuring the effectiveness of an ad copy before publication.
- (b) Discuss the various steps involved in effective media planning.
- (c) What is the role played by the advertising agencies in designing and executing effective advertising campaigns ? Discuss the relative merits and demerits of centralised, decentralised and 'in-house-agency' system.

[Internal Assessment : 10]

(*Second Half*)

[Marks : 50]

3. Answer any *four* questions : 5×4
- (a) 'Although both are promotional activities advertising and sales promotion have different objectives.' — Discuss.
 - (b) What are the reasons for 'brand switching'?
 - (c) For managing a crisis situation how can Public Relation make a difference ?
 - (d) Can sales promotion be effectively used in web-based marketing ? Illustrate.
 - (e) What are the merits and demerits of trade promotion ?
 - (f) Discuss how effective sales promotion campaigns can be conducted in conjunction with various 'themes'.
4. Answer any *two* questions : 10×2
- (a) How does the price perception of consumers get influenced by sales promotion ? Give suitable examples to illustrate your point.

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- (b) Suppose you are the manager of a medium sized consumer goods company and in-charge of a project that is in the process of launching a 'fairness cream for men'. Suggest a suitable promotional strategy for this project. Justify your answer.
- (c) (i) How can you measure the impact of sales promotion on sales ?
- (ii) Distinguish between 'Push' and 'Pull' promotional strategies with suitable examples. 5+5

[Internal Assessment : 10]
