

2014

M B A

3rd 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 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 of the following : 5×4
- (a) Is advertising essential for marketing? Explain with example.
- (b) What are the ethical aspects involved in advertising?

(Turn Over)

- (c) How does advertiser develop message for target audience? Explain with a hypothetical example.
- (d) How would you design an effective advertising budget for an existing product?
- (e) What factors would you emphasize on to develop an appropriate media plan?
- (f) Write a note on 'Co-branding'.

2. Answer any two questions : 10×2

- (a) What do you mean by advertising campaign? How should you develop an effective advertising campaign programme? 3+7
- (b) What do you mean visual dynamic media of advertising? Mention the role of visual dynamic media for international advertising. 3+7
- (c) Discuss the typical steps you would adopt for selection of a media vehicle? Discuss media scheduling. 7+3

[Internal Assessment : 10 Marks]

(Second Half)

(Marks : 50)

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

- (a) 'Advertising' and 'Sales Promotion' have different objectives. Explain.
- (b) Briefly describe about the factors that influence sales promotion growth.
- (c) Briefly describe the classical conditioning theory of sales promotion.
- (d) Give an example to illustrate how sales promotion can be effectively used in web-based marketing.
- (e) What is a premium ? Discuss the situations where the use of premium can be advantageous for the manufacturer.
- (f) What are the major tools in marketing public relations ?

4. Answer any *two* questions of the following : 10×2
- (a) What are “pull and push” promotions ? Discuss about the “pull and push” promotion strategies a farm should adopt during introduction stage of Product Life Cycle ?
- (b) (i) Explain the role of ‘theme-based sales promotion’ to motivate channel partners. 5
- (ii) What are the factors that you should typically keep in mind while setting the ‘Offered Price’ during Sales Promotion ? 5
- (c) What are the advantages of sales promotion ? Suppose you are the manager of a small consumer goods company and want to introduce an anti-dandruff shampoo. Suggest a promotion that you would choose for this situation. Explain your reasons.

[Internal Assessment : 10 marks]
