

MBA 4th Semester Examination, 2024

MBA

(*Promotion Management*)

PAPER – MBA-407B

Full Marks : 100

Time : 3 hours

Answer all questions

The figures in the right hand margin indicate marks

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

A. Answer any *eight* questions : 5 × 8

I. What do you mean by promotion ? Outline the basic purposes of promotion in marketing ?

2. 'Digital media is the first preference among advertisers as a promotional tool in recent marketing landscape'. Do you agree ? Justify your answer.
3. Is huge spending on celebrity advertisings justified ? Illustrate your answer with examples.
4. 'The practice of surrogate advertising has been growing over time due to the rising demand for restricted products.' Justify your answer with suitable examples.
5. "Rational appeal is more effective than emotional appeal in advertising" –Illustrate your answer.
6. Why do advertisers target children in their advertising campaigns ? Discuss with examples.
7. Do you think that the DAGMAR approach is an effective method for setting advertising objectives ? Justify with suitable examples.

8. Discuss in detail the difficulties in setting an advertising budget.
9. "Nothing happens until somebody sells something". Comment on how promotion should respond to this adage.
10. What are the major limitations in measuring the effectiveness of promotional program ?
11. 'Salespersons use exactly the same sales methods'; describe the elements of personal selling.
12. Write a short note on : Media Scheduling.

B. Answer any *four* questions : 10 × 4

13. What do you mean by sales promotion ?
Suggest suitable sales promotional strategies for the following : 2 + 4 + 4

(a) A new brand of female deodorant.

(b) Ayurvedic saving cream for male.

14. What is misleading advertising ? Discuss the various forms of misleading advertisements frequently employed by the advertisers in promotional campaigns ? 3 + 7
15. What is full-service advertising agency ? State the responsibilities of full-service advertising agencies with example. 5 + 5
16. (a) What is Support Media. 2
- (b) "Without support media, the objectives of the promotional campaign don't fulfil" – explain with suitable examples. 8
17. What do you mean by IMC ? Why is IMC important in marketing ? Discuss with suitable examples. 3 + 7
18. (a) What do you mean by CPM ? Determine the CPM for each media based on the following information : 10

Medium	Cost(Rs.)	Impression
Television	1,50,000	2,50,00,000
Magazine	7500	1,40,000
Web page	3500	80,000

- (b) Determine the CPP for each medium and interpreted the same for the selection of Ad. Campaign. Total population is 8,90,000.

(2 + 3) + 5

Medium	Cost(Rs.)	Impression
Television	1,50,000	2,50,000
Magazine	75,000	1,40,000
Web page	35,000	80,000

[Internal Assessment – 20 Marks]

MBA 4th Semester Examination, 2024

MBA

(*Brand Management*)

PAPER – MBA-407D

Full Marks : 100

Time : 3 hours

Answer **all** questions

The figures in the right hand margin indicate marks

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

A. Answer any *eight* questions : 5 × 8

1. 'Brands are important for marketers as well as customers' – Justify with examples.
2. What is meant by Brand Positioning ? Discuss its importance in terms of success of any brand.

3. What is brand mantra ? Mention brand mantra of two companies that you prefer.
4. 'The use of taglines is a common strategy for establishing brand personality' – Explain this concept by giving examples of different types of taglines that marketers use to shape and convey the personality of their brands.
5. What kind of roles does consumer play in building a brand ? Discuss with a suitable example.
6. Discuss the various stages that a brand goes through in its life-cycle.
7. What are the advantages of brand extension ?
8. Distinguish between point of parity and point of difference in brand positioning.
9. What do you mean by "brand ambassador" ? Does brand ambassador create additional brand image ? Justify your answer.

10. How does brand differ from product ? Illustrate with suitable examples.

11. What is brand rejuvenation ? Explain with an example.

12. 'Brand revitalization does not always lead to successes'. Comment on this statement.

B. Answer any *four* questions : 10 × 4

13. What is 'Brand Equity' ? Briefly discuss the different components used to measure brand equity according to the Aaker model.

14. What is brand audit ? Do brands create value, provide value or reduce value for customer ? Justify your answer.

15. Explain briefly the process of brand re-launch. What are strategies used by the marketer to re-launch his brand in the market ?

16. What is brand architecture ? Explain the various steps involved in developing brand architecture.
17. Outline the significance of brand name. Discuss the steps involved in brand name selection process for a smart watch offered by a leading Indian company.
18. From the following information calculate BDI and CDI and comments on the brand performance.

City	Population	Category Sales (Rs.)	Brand Sales (Rs.)
Kolkata	8000	2,20,000	75,000
Mumbai	12,000	3,75,000	2,90,000
Total	20,000	5,95,000	3,65,000

[Internal Assessment – 20 Marks]
