

**MASTER OF BUSINESS ADMINISTRATION
FOURTH SEMESTER
ADVERTISING & SALES PROMOTION
MBA-404A**

Duration : 3 hrs.

Full Marks: 70

Time : 20 min.

(PART-A: Objective)

Marks : 20

Choose the correct answer from the following:

1X20=20

1. DAGMAR Model was developed by
 - a. w. stanton
 - b. p.drucker .
 - c. k.davis
 - d. r.colley
2. Tata Tea Jaago Rey is an eg. Of which type of advertising
 - a. Political
 - b. Rural
 - c. Green .
 - d. Social
3. Advertising define the task that advertising must accomplish with a specific target audience during a specific period of time.
 - a. Objectives
 - b. Budgets
 - c. Strategies
 - d. Campaign
4. Which of these is not a characteristic of an advertisement?
 - a. Inspire Customer
 - b. Arouse a desire
 - c. Discourage the buyer
 - d. Convince the buyer
5. Which of these media is not used for advertisement?
 - a. Newspapers
 - b. Magazines
 - c. Billboards
 - d. Notebooks
6. Which of these contain no illustrations or logos?
 - a. TV
 - b. Magazine
 - c. Classified advertisements
 - d. Cinema
7. Which of the following budget methods ignores the effects of promotion on sales?
 - a. affordable method
 - b. percentage-of-sales method
 - c. competitive-parity method
 - d. objective-and-task method
8. Which of the following is NOT a requirement for setting advertising objectives?
 - a. Objectives must specify the amount of change
 - b. Objectives must specify the amount of change
 - c. Objectives must be realistic
 - d. Objectives must be realistic

9. The advantages of audience selectivity, competition, and personalization apply to which type of media?
- a. newspapers
b. television
c. direct mail
d. radio
10. Which of the following mass media forms has the disadvantages of long ad-purchase lead time, high cost, and no guarantee of position?
- a. newspapers
b. television
c. magazines
d. radio
11. ----- is a non-paid form of promotion.
- a. Advertising
b. Direct Marketing
c. Sales Promotion
d. Publicity
12. AIDA refers to the _____.
- a. Broadcast Model
b. Subscription Model
c. Hierarchy of Effects Model
d. Internet Model
13. All the Media used in a Marketing Campaign is known as:
- a. Media Mix
b. Frequency
c. Media Vehicle
d. Reach
14. An advertisement that upholds religious norms in a subtle way will get instant attention and have better chances of
- a. Interest
b. Desire
c. Action
d. Communication
15. Which of these is not an advertising objective?
- a. Expand Geographical Market
b. Damage Control
c. Enhance Brand Image
d. Issue Release Order
16. Advertising is a Mass Media Communication tool and it is
- a. Non Paid
b. Non-Personal
c. Delivered Mouth to Mouth
d. Guaranteed form of Marketing
17. _____ is very important function in the organization effectiveness.
- a. Coordination
b. Controlling
c. Planning
d. Staffing
18. In the _____ method, the amount for advertising is decided on the basis of sales.
- a. Objective and Task
b. Competitive Parity
c. Affordable or funds available
d. Percentage of Sales
19. _____ advertising is designed to cultivate goodwill and prestige of the organization.
- a. Institutional
b. Selective
c. Competitive
d. Advocacy

20. Estimation of sales is facilitated by

a. Budget

b. Audit

c. Control

d. Report

(PART-B : Descriptive)

Time: 2 HRS 40 MINS

Marks : 50

[Answer question no.(1) & any four (4) from the rest]

1. Define the term Advertising. Write any three functions of Advertising. Mention the essentials of effective advertising. 2+3+5=10
2. Write a short note on Advertising Communication System. Explain the various advertising model with examples. 5+5=10
3. Briefly explain the Role of Advertising in the Promotion Mix. What are the Factors affecting the Advertising Budget? Explain. Describe the methods of Advertising Budget. 3+3+4=10
4. Explain the Factors affecting Media Planning. Explain the different Types of Scheduling. Write the various Functions of Sales Organisation. 3+3+4=10
5. Elaborate the 4ps of Message Design. Explain the concept of Advertising effectiveness and also mention how to Measure the Advertising effectiveness. 4+3+3=10
6. Describe the various Objectives of Sales Management. Explain the Sales forecasting methods with examples. 5+5=10
7. Describe the Steps involved in Sales Force Management. Explain the various types of Sales Persons. 5+5=10
8. Write a note on Distribution Network Relationship. Why does companies need Distribution Channel? Explain the Role of Sales Persons in Distribution Network. 3+4+3=10

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