

MASTER OF BUSINESS ADMINISTRATION  
FOURTH SEMESTER  
ADVERTISING AND SALES PROMOTION  
MBA – 404A

**SET  
D**

[USE OMR SHEET FOR OBJECTIVE PART]

Duration: 3 hrs.

Full Marks: 70

Time: 30 mins.

**(Objective)**

Marks: 20

*Choose the correct answer from the following:*

*1 × 20 = 20*

- Which one of the following is not a major direct selling company in India?
  - Eureka Forbes
  - Hindustan Unilever Ltd.
  - Amway India
  - Modicare Limited
- \_\_\_\_\_ is recognized as a low-cost and effective method for communicating with corporate customers due to increasing costs.
  - Personal selling
  - Sale promotion
  - Public relations
  - Direct marketing
- \_\_\_\_\_ is the process of searching for prospective employees and stimulating them to apply for jobs in the organization.
  - Advertising
  - Selection
  - Recruitment
  - None of the above
- \_\_\_\_\_ involves the use of satisfied customers to convince the buyer of the effectiveness of the salesperson's product
  - Demonstration
  - Guarantees
  - Cross selling
  - Reference selling
- Name and Slogan printed on Glass and Key Chains, Pens etc. especially used by pharmaceutical company is \_\_\_\_\_ advertising.
  - Trade Advertising
  - Cooperative Advertising
  - Specialty Advertising
  - Retail Advertising
- The first thing a reader notices in a printed advertising is the:
  - Headline
  - Illustration
  - Copy
  - Format
- In Advertising which appeal or emotion creates Instant Connection:
  - Humour
  - Colourful
  - Fear
  - Musical
- By maintaining contact after the sale the seller is in a position to become more accepted by the customer, which invariably leads to the \_\_\_\_\_.
  - Learn about competitors
  - Learn about Society
  - Learn about Market
  - Salesperson learn more about the customer and its choice

9. Delphi method is used for
  - a. Judgmental forecast
  - b. Time series forecast
  - c. Associative model
  - d. All of the above
10. Coupons, small gifts, and other incentives are part of \_\_\_\_\_.
  - a. Sales promotion
  - b. Advertising
  - c. Customer service
  - d. Publicity
11. Delivering the right message to the right person at the right time is the fundamental objective of:
  - a. Advertising
  - b. Copywriter
  - c. Branding
  - d. Media Vehicle
12. All the Media used in a Marketing Campaign is known as:
  - a. Media MiX
  - b. Frequency
  - c. Media Vehicle
  - d. Reach
13. Informal Media is also known as:
  - a. Top of Line
  - b. In Between the Line
  - c. Below the Line
  - d. Social Media
14. Today, the emphasis of most advertisers is on:
  - a. Publicity
  - b. Billboards
  - c. Print media
  - d. Electronic media
15. \_\_\_\_\_ code guides advertiser, media and advertisement agency.
  - a. AAAI
  - b. SEBI
  - c. ASCI
  - d. None
16. Which of these is not an advertising objective?
  - a. Expand Geographical Market
  - b. Damage Control
  - c. Enhance Brand Image
  - d. Issue Release Order
17. Any form of advertising that appears on moving objects is called \_\_\_\_\_.
  - a. Flyers
  - b. Out of home advertising
  - c. Transit advertising
  - d. Out Door advertising
18. Carpet cleaners don't sell clean carpets. They sell health by showing infant crawling on the floor in their ad. This type will be an example of
  - a. Real Advertising
  - b. Surrogate advertising
  - c. Intelligent marketing
  - d. Emotional advertising
19. Companies get benefits from IMC (Integrated Marketing Communication) through \_\_\_\_\_.
  - a. Brand differentiation
  - b. Increased brand trust
  - c. Improved accountability
  - d. All of the given options
20. A clothing store that sets their advertising budget by following the major competitor and adding an additional 15 percent is using the \_\_\_\_\_ method.
  - a. Percentage-of-sales
  - b. Arbitrary allocation
  - c. Objective-and-task
  - d. Competitive parity

**(Descriptive)**

Time : 2 Hr. 30 Mins.

Marks : 50

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

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|---|--------|
| 1. a) Discuss importance of advertising both in perspective of consumer and marketer. | 5+5=10 |
| b) Discuss various types of advertisement.  |        |
| 2. a) Discuss various stages of AIDA model?   | 5+5=10 |
| b) Discuss how marketers are using AIDA model for promoting their brand?              |        |
| 3. a) Explain any three types of advertising media used by the marketers.             | 5+5=10 |
| b) Write advantages and disadvantage of any two media.                                |        |
| 4. a) Discuss the importance of Sales forecasting.                                    | 5+5=10 |
| b) Discuss five sales forecasting techniques?   |        |
| 5. a) Explain why post advertisement is important?                                    | 5+5=10 |
| b) Explain different pretesting techniques for measuring advertisement effectiveness. |        |
| 6. a) Explain any two types of advertising copy with relevant example?                | 5+5=10 |
| b) Discuss various elements of advertising copy.                                      |        |
| 7. a) Define ASCI.  | 2+8=10 |
| b) Discuss legal aspects of advertisement towards safeguarding the Indian consumer.   |        |
| 8. Discuss various qualities of a good sales person?                                  | 10     |

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