

**MASTER OF BUSINESS ADMINISTRATION
FOURTH SEMESTER
ADVERTISING MANAGEMENT AND SALES PROMOTION**

**SET
A**

MBA – 404(A)
[USE OMR FOR OBJECTIVE PART]

Duration: 3 hrs.

Full Marks: 70

Time: 30 min.

Marks: 20

(Objective)

Choose the correct answer from the following:

1×20=20

1. Independent organization of creative people for advertisement and promotional tools are called
 - a. Advertisement makers
 - b. Advertisement creators
 - c. Advertisement developers
 - d. Advertisement agency
2. Which tool of the promotional mix consists of short- term incentives to encourage the purchase or sale of a product or service?
 - a. Advertising
 - b. Public Relations
 - c. Direct Marketing
 - d. Sales Promotion
3. Determining the promotion budget based on financial availability of capital is characteristic of which of the following budget methods?
 - a. Affordable method
 - b. Percentage- of- sales method
 - c. Competitive parity method
 - d. Objective-end- task method
4. The central theme of an advertisement that motivates the consumer to make a purchase decision is
 - a. Advertising Appeal
 - b. Advertisement Script
 - c. Slogan
 - d. Headline
5. An Ad copy which informs the target group the fact that the manufacturer is established enough to give them the right goods is
 - a. Institutional copy
 - b. Straight selling copy
 - c. Educational copy
 - d. Expository copy

6. If Sony tries to convince consumers that its brand of computer disks is the best quality for the money, it is using which of the following forms of advertising?
 - a. Informative advertising
 - b. Psychological advertising
 - c. Reminder advertising
 - d. Persuasive advertising
7. AIDA stands for
 - a. Accessible, Interest, Desire, Attention
 - b. Attention, Interest, Desire, Action
 - c. Action, Income, Deserves, Attention
 - d. Action, Interest, Desire, Affection
8. Placement of advertisement inside or outside transportation vehicle is known as:
 - a. Aerial advertising
 - b. Outdoor advertising
 - c. Transit advertising
 - d. Classified
9. Use of positive approach, seek out hidden objections, ask the buyer for clarifications and objections is
 - a. Approach
 - b. Pre- approach
 - c. Handling objections
 - d. Closing
10. What are the objectives of personal selling?
 - a. Distinguish the various phase of selling process
 - b. Close a sale
 - c. Preparing good presentations
 - d. All the above
11. Couponing is an example of:
 - a. Consumer Promotion Techniques
 - b. Trader Promotion Techniques
 - c. Sales force Promotion Techniques
 - d. Dealer Promotion Techniques
12. The final step in the personal sales process is
 - a. Follow up
 - b. Presentation
 - c. Assumptive close
 - d. Trial close
13. Which of the following is a conservative estimate of the expected volume of sales and is used for making cash flow decisions?
 - a. Sales quota
 - b. Sales budget
 - c. Sales forecast
 - d. Market potential

14. What is the primary goal of Sales management?
- a. Increasing advertising efforts
 - b. Enhancing product development
 - c. Achieving sales targets
 - d. Expanding market research
15. Avon, Amway and Tupperware use which of the following forms of channel distribution?
- a. Direct marketing channel
 - b. Indirect marketing channel
 - c. Forward channel
 - d. Backward channel
16. The work of setting up objectives for selling objectives, determining and scheduling the steps necessary to achieve these objectives is known as
- a. Selling
 - b. Sales policy
 - c. Sales programme
 - d. Sales planning
17. Sales forecasting involves the study of
- a. Proper selling price
 - b. Sales planning
 - c. Distribution channels
 - d. All the above
18. Which is the least expensive method for recruitment?
- a. Walk- in interviews
 - b. Campus placements
 - c. Employment exchange
 - d. Consultants
19. The plan that shows time, date and frequency of an advertisement is
- a. Media Plan
 - b. Media Schedule
 - c. Media Time
 - d. Media Space
20. Indian copyright act:
- a. 1953
 - b. 1957
 - c. 1959
 - d. 1967

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(Descriptive)

Time: 2 hr. 30 mins.

Marks: 50

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

1. What do you mean by advertising? What are the various types of advertising? Give suitable examples. 2+8=10
2. Write short notes on: 5+5=10
 - (a) AIDA model
 - (b) Hierarchy of effect model
3. What is ad copy? What are the different elements of ad copy? Explain with the suitable examples. 2+8=10
4. Explain the merits and demerits of electronic media advertising. 10
5. Explain the concept of sales management. What are the roles and responsibilities of a sales manager? 4+6=10
6. What are the primary sources of recruitment? What are the advantages and disadvantages of internal and external sources of recruitment? 2+8=10
7. Explain the selling process. What precautions a salesperson must take at each of these levels to achieve sales? 5+5=10
8. Describe the consumer oriented and trade oriented sales promotion techniques with the relevant examples. 10

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