

MBA
FOURTH SEMESTER (SPECIAL REPEAT)
ADVERTISING & SALES MANAGEMENT
MBA-404 A

(Use separate answer scripts for Objective & Descriptive)

Duration : 3 hrs.

Full Marks : 70

(PART-A : Objective)

Time : 20 min.

Marks : 20

Choose the correct answer from the following:

1X20=20

- Which among the following is a Pull Strategy?
 - Trade promotion
 - Consumer Promotion
 - Sales Force Promotion
 - None of these
- The strategy that encourages dealers and distributors to sell a product is known as
 - Push
 - Pull
 - Combination
 - Marketing
- The process of purchasing space in a media is
 - Media Spacing
 - Media Scheduling
 - Media Purchasing
 - Media Buying
- The plan that show time, date and frequency of an advertisement is
 - Media Plan
 - Media Schedule
 - Media Time
 - Media Space
- Point of Purchase Ads are also known as
 - In-Store Advertising
 - Built-in Advertising
 - Green Advertising
 - Stock Advertising
- The specific carrier within a medium is called
 - Media Carrier
 - Media Bus
 - Media Van
 - Media Vehicle
- A series of actions that media planners take to attain the media
 - Media Function
 - Media Strategy
 - Media Policy
 - Media Option
- Independent organization of creative people for advertisement and promotional tools are called
 - Advertisement Makers
 - Advertisement Creators
 - Advertisement Developers
 - Advertisement Agency
- Which tool of the promotional mix consists of short-term incentives to encourage the purchase or sale of a product or service?
 - Advertising
 - Public relations
 - Direct marketing
 - Sales promotion

10. _____ is direct communications with carefully targeted individual consumers to obtain an immediate response.
- a. Personal selling
 - b. Public relations
 - c. Direct marketing
 - d. Sales promotion
11. Marketing management must make four important decisions when developing an advertising program. All of the following would be among those decisions EXCEPT:
- a. Setting advertising objectives
 - b. Conducting advertising culture audit
 - c. Setting the advertising budget
 - d. Developing advertising strategy
12. _____ is used heavily when introducing a new product category.
- a. Persuasive advertising
 - b. Inferential advertising
 - c. Reminder advertising
 - d. Informative advertising
13. Making consumers think about the product is the objective for which type of advertising?
- a. Informative advertising
 - b. Psychological advertising
 - c. Reminder advertising
 - d. Persuasive advertising
14. Setting the promotion budget so as to match the budgets of the competitors 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
15. 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
16. _____ is the oral communication with potential buyers of a product with the intention of making a sale.
- a. Personal Selling
 - b. Direct Marketing
 - c. Sales Promotion
 - d. Publicity
17. Sales persons who want for the sales to come to them is known as
- a. Transactional
 - b. Closers
 - c. Relational
 - d. Consultants
18. The final stage in the personal sales process is the stage
- a. Follow-up
 - b. Assumptive close
 - c. Trial Close
 - d. Presentation
19. _____ is the sum total of values, assets and liabilities generated by a branded product over a period of time.
- a. Brand loyalty
 - b. Brand association
 - c. Brand Equity
 - d. Brand awareness
20. Advertising is an important source of revenue to _____
- a. Advertisers
 - b. Public
 - c. Media
 - d. Government

(PART-B : Descriptive)

Time : 2 hrs. 40 min.

Marks : 50

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

1. How would you classify advertising copy? Discuss. 10
2. a) What is Advertising Appeal? Describe different types of advertising appeal. 7+3=10
b) Explain the functions of Advertising agency.
3. Highlight the advantages and disadvantages of Broadcast media, Print media and Internet media. 10
4. a) Describe advertising planning framework. 5+5=10
b) Describe the process of personal selling with examples.
5. What is territory management? How does territory management help a salesman in performing his duties optimally? Explain with suitable examples. 10
6. a) What is creativity? Show the various activities that are typically parts of the creative design process. 6+4=10
b) What are the functions of a Sales Department?
7. a) What are the different ways to measure ad effectiveness? Discuss with examples. 6+4=10
b) What the different ways to evaluate salespeople?
8. a) Explain the different sale force structure. 5+5=10
b) What are the different ways to motivate salespeople?

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