

**BACHELOR OF BUSINESS ADMINISTRATION  
FIFTH SEMESTER  
ADVERTISING AND SALES PROMOTION  
BBA – 503A**

**[USE OMR SHEET FOR OBJECTIVE PART]**

Duration: 3 hrs.

Full Marks: 70

**(Objective)**

Time: 30 mins.

Marks: 20

*Choose the correct answer from the following:*

*1 × 20 = 20*

1. Today, the emphasis of most advertisers is on:
  - a. Publicity
  - b. Billboards
  - c. Print media
  - d. Electronic media
2. Advertising space usually purchased in small amounts by the public and published by categories in its own section of the newspaper is called \_\_\_\_\_.
  - a. Classified Advertising
  - b. Retail Advertising
  - c. National Advertising
  - d. Section Advertising
3. Advertising is a \_\_\_\_\_ communication process.
  - a. two-way
  - b. multiple way
  - c. three-way
  - d. Four-way
4. Which is not an element of advertising?
  - a. Paid form
  - b. Good and services
  - c. Personal presentation
  - d. Sponsoror
5. All marketing activities that attempt to stimulate quick buyer action or immediate sales of a product are known as \_\_\_\_\_.
  - a. Sponsorship
  - b. Advertising
  - c. personal selling
  - d. sales promotion
6. Which of the following is the personal media of advertisement?
  - a. Internet advertisement
  - b. Broadcast media
  - c. Direct mail media
  - d. Print advertisement
7. Who develops the verbal brand message?
  - a. Designers
  - b. Directors
  - c. Copy writers
  - d. Creative directors
8. \_\_\_\_\_ is a container and conveyer of message.
  - a. Packaging
  - b. Personal selling
  - c. Publicity
  - d. Sales promotion
9. Outdoor advertising includes:
  - a. Posters
  - b. Sky writing
  - c. Electric displays
  - d. All of the above
10. Head & Shoulders is a power brand from
  - a. P&G
  - b. Unilever
  - c. Johnson & Johnson
  - d. Cavincare

11. \_\_\_\_\_ are advantages that allow a product to satisfy customer needs wants or desire.
  - a. benefits
  - b. prices
  - c. Brands
  - d. offers
12. Communication has \_\_\_\_\_ elements.
  - a. Five
  - b. Four
  - c. Seven
  - d. Eight
13. Promotion mix includes Sales Promotion, Personal Selling, Advertising and \_\_\_\_\_.
  - a. Marketing
  - b. Sales
  - c. Publicity
  - d. None of these
14. \_\_\_\_\_ is a tool involving a procedure where the effectiveness of an advertisement is measured before it appears in its final form.
  - a. Copy printing
  - b. Copy testing
  - c. schedule
  - d. Market testing
15. Creating image of product in the minds of target group is called \_\_\_\_\_.
  - a. Marketing
  - b. positioning
  - c. Branding
  - d. Popularizing
16. PoP refers to
  - a. Point of promotion
  - b. Point of purchase
  - c. Pillar of purchase
  - d. Parity of price
17. \_\_\_\_\_ advertising is also known as word of mouth advertising.
  - a. Television advertising
  - b. Radio advertising
  - c. Window display
  - d. Outdoor advertising
18. Checklist method is a \_\_\_\_\_ method of advertising copy testing.
  - a. Pre test
  - b. Post test
  - c. Both pre and post
  - d. None of the above
19. Fairs and exhibitions is attendant by \_\_\_\_\_.
  - a. Manufacturers
  - b. Individuals
  - c. Traders
  - d. All of the above
20. Objective task method is used by \_\_\_\_\_.
  - a. Sole proprietorship
  - b. Co-operatives
  - c. Partnerships business
  - d. Companies



**( Descriptive )**

Time : 2 Hr. 30 Mins.

Marks : 50

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

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|---|--------|
| 1. Define advertising and explain its importance.   | 2+8=10 |
| 2. Explain integrated marketing communication with a diagram.   | 6+4=10 |
| 3. Discuss the various methods of advertising budget.   | 10     |
| 4. Explain the factors determining the media selection.   | 10     |
| 5. Discuss the advertisement appeals.   | 10     |
| 6. Explain the role of internet in advertising.   | 10     |
| 7. Discuss the role of sale promotion in marketing. Explain the main stages in the sales promotion planning.            | 4+6=10 |
| 8. What is sales promotion? Discuss the advantages and disadvantages of using "samples" as a sales promotion technique. | 3+7=10 |

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