

**MASTER OF BUSINESS ADMINISTRATION**  
**Fourth Semester (Repeat)**  
**ADVERTISING & SALES PROMOTION**  
**(MBA – 404 A)**

**Duration: 3Hrs.**

**Full Marks: 70**

Part-A (Objective) =20  
Part-B (Descriptive) =50

**(PART-B: Descriptive)**

**Duration: 2 hrs. 40 mins.**

**Marks: 50**

**Answer any four from Question no. 2 to 8**  
**Question no. 1 is compulsory.**

1. What are the advantages and disadvantages of print media (newspaper & magazine) and electronic media (radio & television)? (2.5×4=10)
2. a) Explain the concept of personal selling. (2+2+6=10)  
b) What are the different selling styles?  
c) Explain any three selling styles.
3. Write short notes on: (2×5=10)  
a) National Advertising            b) Product Advertising  
c) Competitive Advertising       d) Service Advertising  
e) Global Advertising
4. Who are the different participants of advertising business? Explain their roles. (4+6=10)
5. a) What is Big Idea? (2+8=10)  
b) Analyse the big idea of the following ad campaign:  
I. Amul - The Taste of India  
II. Raymond's - The Complete Man  
III. Thums Up - Taste the Thunder  
IV. Fevicol - Fevicol ka mazboot jod hai Tootega nahi!

6. a) What are the different personal selling objectives? (4+3+3=10)  
b) What are the duties of Sales Manager?  
c) What are the qualities of effective sales executive?
7. What are the sources of sales force recruitment? Discuss any two sales training methods. (6+4=10)
8. Critically analyse the consumer profile targeted by the following brands. Also, justify what kind of media vehicles should be used for these brands. (2.5×4=10)
- a) Maggi  
b) Tanishq  
c) Kellogg's Special K  
d) VIVO Moonlight Camera Phone

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**MASTER OF BUSINESS ADMINISTRATION**  
**Fourth Semester (Repeat)**  
**ADVERTISING & SALES PROMOTION**  
**(MBA – 404 A)**

**Duration: 20 minutes**

**Marks – 20**

**(PART A - Objective Type)**

**I. Choose the correct answer:**

**1×20=20**

1. \_\_\_\_\_ is used to influence the way an organization is perceived by various groups of stakeholders.  
a. Direct marketing                      b. Public relations  
c. Sale promotion                         d. Advertising
2. What is the last stage of the consumer decision process?  
a. Problem recognition                 b. Post purchase behaviour  
c. Alternative evaluation                 d. Purchase
3. The promotion “P” of marketing is also known as \_\_\_\_\_.  
a. Product Differentiation               b. Distribution  
c. Cost                                         d. Marketing Communication
4. A means of orchestrating the tools of the marketing communications mix, so that audiences perceive a single, consistent, unified message whenever they have contact with a brand, is referred to as:  
a. Integrated Marketing Communications (IMC)  
b. Personal Selling (PS)  
c. Direct Marketing (DM)  
d. Customer Service (CS)
5. This is the use of inter-personal communications with the aim of developing positive feelings and stimulating behaviour:  
a. Direct marketing                      b. Personal selling  
c. Sale promotions                        d. Advertising
6. Users are able to create content and become more involved with a brand through:  
a. Door to door                            b. Online communities  
c. Direct mail                                d. Telemarketing
7. \_\_\_\_\_ is very effective at delivering messages to target audiences as it allows for explanation in a way that most other media cannot.  
a. Digital                                      b. Print  
c. Broadcast                                 d. Outdoor
8. This is a form of non-personal communication, by an identified sponsor, that is transmitted through the use of paid-for media:  
a. Advertising                                b. Personal selling  
c. Public relations                         d. Publicity
9. This marketing and communication tool offers a direct inducement or an incentive to encourage customers to buy a product/service:  
a. Advertising                                b. Public relations  
c. Sales promotion                         d. Direct marketing
10. Sales force structure in which a sales representative is assigned to geographical area is allocated to sell product line in specific area is classified as:  
a. Customer sales force structure  
b. Product sales force structure  
c. Indirect sales force structure  
d. Territorial sales force structure
11. Kind of sales people who travel to call all customers in field is classified as:  
a. Inside sales force                        b. Outside sales force  
c. Channel intermediaries                d. Nominal sales force
12. In personal selling process, step which consists of identifying potential customers is classified as:  
a. Sales contest                             b. Expense quota  
c. Prospecting                                d. Qualifying
13. Type of sales person who work from their offices through internet or telephone are classified as:  
a. Channel intermediaries                b. Nominal sales force  
c. Inside sales force                        d. Outside sales force
14. Sales force structure in which a sales representatives works to sell specific items of product line is classified as:  
a. Indirect sales force structure  
b. Territorial sales force structure  
c. Customer sales force structure  
d. Product sales force structure
15. Personal selling step in which sales person asks for an order to customer is classified as:  
a. Shipper approach                        b. Handling shipment  
c. Closing                                      d. Follow up
16. Series of steps that must be followed by sales people is classified as:  
a. Marketing process                        b. Selling process  
c. Intermediation process                d. Nominal process
17. First step in personal selling process is to:  
a. Approach                                 b. Presentation and demonstration  
c. Handling objections                      d. Pre-approach

18. Second step of personal selling process after completion of prospecting and qualifying is to:
- a. Approach                      b. Presentation and demonstration  
 c. Handling objections        d. Pre-approach
19. Forth step in personal selling process after completion of step consisting of approach is to:
- a. Prospecting and qualifying    b. Follow up  
 c. Closing                            d. Present and demonstrate
20. Last step in personal selling process is:
- a. Present and demonstrate    b. Follow up  
 c. Closing                            d. Approach

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**University of Science and Technology, Meghalaya**

Date Stamp: \_\_\_\_\_

SESSION 2016-17 COURSE _____ PAPER CODE: _____ NAME OF THE PAPER: _____ SEMESTER _____																												
<b>Instructions to Candidates</b>		For Objective <b>Type Questions</b>																										
<ol style="list-style-type: none"> <li>1. This answer booklet has 4 pages. Please check before writing whether it is complete or in good condition.</li> <li>2. Do not write your name anywhere in the answer booklet.</li> <li>3. Write legibly on both sides of the paper</li> <li>4. You may use some space for any rough notes or calculation on the answer booklet if you need. These rough notes, calculations must be scored out before submitting the answer booklet.</li> <li>5. Do not bring any book or loose paper in the examination hall.</li> <li>6. Do not tear any page from the answer booklet.</li> <li>7. Do not write anything on the question paper or blotting paper or any pieces of paper while you are in the examination hall.</li> <li>8. Any act of indiscipline or misbehavior in the examination hall will result in your expulsion.</li> <li>9. No examinee is allowed to leave the examination hall until 30 minutes lapse after the commencement of the examination.</li> <li>10. Additional answer sheet will be supplied after the main answer booklet is completed.</li> </ol>	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 50%;">Page No.</th> <th style="width: 50%;">Marks</th> </tr> </thead> <tbody> <tr><td> </td><td> </td></tr> <tr><td> </td><td> </td></tr> <tr><td> </td><td> </td></tr> <tr><td> </td><td> </td></tr> <tr><td> </td><td> </td></tr> <tr><td> </td><td> </td></tr> <tr><td> </td><td> </td></tr> <tr><td> </td><td> </td></tr> <tr><td> </td><td> </td></tr> <tr><td> </td><td> </td></tr> <tr> <td style="text-align: center;">Total</td> <td> </td> </tr> </tbody> </table>	Page No.	Marks																					Total		Session: 2016-17 Course _____ Roll No. _____ Enrollment No. _____ Semester _____ Name of the Paper _____ _____ Paper Code _____		
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