

**BACHELOR OF BUSINESS ADMINISTRATION
FIFTH SEMESTER [SPECIAL REPEAT]
ADVERTISING AND SALES PROMOTION
BBA – 503A**



[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

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 advertistment?
 - 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. Copyprinting
 - 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. Pretest
 - b. Posttest
 - c. Both pre and post
 - d. None of the above
19. Fairs and exhibitions are attended 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

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(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 features. | 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 social media 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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