

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

**SET  
A**

[USE OMR SHEET FOR OBJECTIVE PART]

Duration: 3 hrs.

Full Marks: 70

Time: 30 mins.

Marks: 20

**(Objective)**

*Choose the correct answer from the following:*

*1 × 20 = 20*

1. Advertising aims at \_\_\_\_\_.
  - a. Product selling
  - b. Marketing
  - c. Customer relations
  - d. Mass communication
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. Which one of the following is not a budgeting method in the context of advertising?
  - a. All available funds method
  - b. Fixed percentage method
  - c. Competitive Parity method
  - d. Objective and Task method.
8. A newspaper is \_\_\_\_\_ cost but \_\_\_\_\_ valid media.
  - a. High; frequently
  - b. Current; never
  - c. Low; presently
  - d. Low; highly
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. AIDA stands for Awareness, \_\_\_\_\_, Desire and \_\_\_\_\_.  
 a. Interest; Action  
 b. Idea; Approach  
 c. Intensity; Appeal  
 d. Involvement; Appeal
13. Promotion mix includes Sales Promotion, Personal Selling, Advertising and \_\_\_\_\_.  
 a. Marketing  
 b. Sales  
 c. Publicity  
 d. None of these
14. The content and context of a message contained in an advertising is called \_\_\_\_\_.  
 a. Ad Copy  
 b. Script  
 c. Body  
 d. Advertising appeal
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. A short and striking or memorable phrase used in advertising is called \_\_\_\_\_.  
 a. Logo  
 b. Brand image  
 c. Slogan  
 d. Sign
18. Consumer contest is an example of \_\_\_\_\_.  
 a. Personal selling  
 b. Sales promotion  
 c. Advertisement  
 d. Indirect selling
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 characteristics.       | 2+8=10 |
| 2. Explain five tools of Integrated Marketing Communication. | 10     |
| 3. Discuss the various methods of advertising budget.        | 10     |
| 4. Explain the Hierarchy of Effects Model with a diagram.    | 8+2=10 |
| 5. Discuss the advertisement appeals.                        | 10     |
| 6. Discuss the merits and demerits of media in advertising.  | 5+5=10 |
| 7. Define sales promotion and discuss its role in marketing. | 3+7=10 |
| 8. Discuss the different forms of sales promotion.           | 10     |

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