

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

**SET
A**

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]

- | | |
|--|--------|
| 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 |

== ** ==