

**MASTER OF BUSINESS ADMINISTRATION
FOURTH SEMESTER
ADVERTISING & SALES PROMOTION
MBA-404 A**

(Use separate answer scripts for Objective & Descriptive)

Duration : 3 hrs.

Full Marks : 70

(PART-A : Objective)

Time : 20 min.

Marks : 20

Choose the correct answer from the following:

1x20=20

1. Which of these is rational appeal?
 - a. Price
 - b. Pleasant
 - c. Quality
 - d. Feature
2. Which of these is a type of hidden advertisement?
 - a. Surrogating
 - b. Competitive
 - c. Comparative
 - d. Industrial
3. Which of the following qualifies as advertising, according to the definition given by the American Marketing Association?
 - a. Designers' name and logo on clothing.
 - b. Product placement in movies and television.
 - c. Television commercials for products.
 - d. All of the above.
4. Which of the following is the medium of choice for special interest advertising?
 - a. Newspapers
 - b. Yellow pages
 - c. Magazines
 - d. The Internet
5. Ads directed from one business to other businesses are known as:
 - a. Retail ads
 - b. Trade ads
 - c. Consumer ads
 - d. Display ads
6. Particular communication that must be achieved within definite target audience within specific time is classified as:
 - a. Message decision
 - b. Media decision
 - c. Advertising objective
 - d. Advertising evaluation
7. Possible objectives of advertising includes
 - a. Persuasion
 - b. Reminder
 - c. Informative
 - d. All of above
8. Firm providing marketing services such as assisting different companies in preparing, planning, implementing and evaluating advertising programs is called:
 - a. Advertising agency
 - b. Managing agency
 - c. Research agency
 - d. Rational agency
9. Resources and money allocated to companies or products promotional program are classified as:
 - a. Advertising messages
 - b. Advertising budget
 - c. Advertising strategy
 - d. Advertising objective

10. Which ONE of the following is NOT used in advertising research?
 - a. Copy testing
 - b. Pretesting
 - c. Post-Testing
 - d. Voting Intention
11. Research should measure advertisements against:
 - a. Communications objectives
 - b. Management objectives
 - c. Marketing objectives
 - d. Research objectives
12. In the hierarchy of effects models, which ONE of the following comes first?
 - a. Action
 - b. Awareness
 - c. Desire
 - d. Interest
13. Any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor is called _____.
 - a. Personal selling
 - b. Advertising
 - c. Direct marketing
 - d. Sales promotion
14. Which of the following is not an aspect of the promotion mix?
 - a. Direct marketing
 - b. Advertising
 - c. Strategic positioning
 - d. Public relations
15. All of the following would be major sales force management decision steps EXCEPT:
 - a. Global management and marketing structures.
 - b. Recruiting and selecting sales people.
 - c. Supervising sales people.
 - d. Designing sales force strategy and structure.
16. After a salesperson goes through a prospecting and qualifying stage in the effective selling process, what does he or she do next?
 - a. Presentation and demonstration
 - b. Pre-approach
 - c. Handling objections
 - d. Approach
17. A good definition of _____ would be that it consists of direct connections with carefully targeted individual consumers to both obtain an immediate response and cultivate lasting customer relationships.
 - a. Direct marketing
 - b. Advertising
 - c. Sales promotion
 - d. Public relations
18. A company's total marketing communications mix consists of a special blend of advertising, sales promotion, public relations, personal selling, and direct-marketing tools that the company uses to communicate customer value and build customer relationships. This is also called _____.
 - a. The promotion mix
 - b. Target marketing
 - c. Competitive marketing
 - d. Integrated marketing
19. The protection of a creative work from unauthorized use is known as:
 - a. Fair use
 - b. Libel
 - c. Slander
 - d. Copyright
20. Companies are doing less _____ and more _____ as a result of an explosion of more focused media that better match today's targeting strategies.
 - a. Media; sales
 - b. Broadcasting; narrowcasting
 - c. Narrowcasting; broadcasting
 - d. Marketing; media

(PART-B : Descriptive)

Time : 2 hrs. 40 min.

Marks : 50

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

1. a) Explain the essential characteristics of a good sales person. 5+5=10
 b) Provide a brief account on Copy Testing.
2. What are your different considerations while making a media strategy? 10
 Explain, with context to luxury car segment.
3. Design advertisement message for health drinks for kids. Mention various aspects of advertisements related to message. If your target audience is children, how do you justify your decisions? 10
4. Write brief note on the following: 4+3+3=10
 a) DAGMAR
 b) Sales Training
 c) Functions of Advertisement
5. Analyze the target audience of following brands, keeping in mind their taglines and their advertisements in different media: 2.5x4=10
 a) Thums Up- Taste The Thunder
 b) LIC- Zindegi Ke Saath Bhi Zindegi Ke Baad Bhi
 c) Colgate-Visible White- 1 Shade Whiter Teeth
 d) Maggi - 2 Minutes Noodles
6. How motivation plays an important role in the Sales Management? 4+6=10
 What are the different tools for sales force motivation?
7. Describe the selling process with respect to the sale of real estate. 10
8. What is territory management? Explain the criteria you would consider while planning territories for the sales force. Provide example. 4+6=10

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