

**SEMESTER V – B.B.A EXAMINATION 2008**  
**ADVERTISING & SALES PROMOTION**

*Full Marks: 100*

*Time: 4 hrs*

*Students should answer in their own words as far as practicable.*

**GROUP- A**

Answer ANY FIVE questions

[5 x 4 = 20]

1. Describe Integrated Marketing Communication as a process.
2. Define Advertising. What are its key objectives?
3. What are the two most important skills in Advertising?
4. Distinguish between Advertising & Sales Promotion.
5. A company has retained an ad agency and has allocated a budget of 10 lakhs for advertising its new product. The agency has calculated cost per thousand exposures of average quality to be 5/- if frequency is decided as 10. Calculate the reach.
6. Elaborate the interface in the working of ad agency and client.
7. Explain the AIDA model in detail.

**GROUP- B**

Answer ANY FOUR questions

[4 x 20 = 80]

8. a) Explain in detail the elements of promotion mix.  
b) What are the advantages and disadvantages of personal selling? (11+9=20)
9. In a consumerist economy- “Advertising can be both a blessing and a curse”: Evaluate this statement from economic, social and ethical angles. (20)
10. What are the steps in Media Planning? Describe Media Scheduling decisions. (12+8)
11. a) What is Sales Promotion? What are the objectives of Sales Promotion?  
b) Discuss the various approaches to sales promotion. (6+14=20)
12. What factors are considered for deciding on an Advertising Budget? Describe the ‘Objective and Task’ approach in setting an advertising budget. (20)
13. Inspired by the success of ‘Lizzat Papad’, a small enterprise wants to introduce and promote its own brand of potato chips competing with established brands like ‘Lays’ and ‘Bingo’. Recommend some Sales Promotion initiatives to enable the new brand to get into the consumer purchase basket. (20)