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**5th SEMESTER EXAMINATION – BBA
NOV – DEC 2009**

**ADVERTISING AND SALES
PROMOTION
(HONOURS)**

ASPA3501

Wednesday, November 25, 2009

08:30 am to 12:30 pm

Time allowed: 4 hours

Full Marks: 100

Instructions:

- Use fountain pen or ball-point pen of blue or black ink.
- Answer in own words as far as practicable.
- Do not write anything on the Question paper other than Roll No.

GROUP A

Answer **any five** questions

(5x4=20)

1. “People love great advertising, but they don’t want the bad stuff, the mediocre stuff, and a lot of it is just annoying.” What are the elements in advertising that make it a great or a popular one?
2. How can the AIDA model be used as an effective tool of advertising?
3. Differentiate between ‘Above-the-line’ and ‘Below-the-line’ advertising media usage.
4. Why the growth of sales promotion is outpacing advertisement in recent times?
5. Identify the major focus areas in Consumer-oriented Sales promotion techniques.
6. You have recently joined as a product manager for “SAFEDI” a new laundry detergent that will be introduced in the market within the next six months. Would you use a pull strategy or a push strategy? Explain.
7. Assume you are the sales manager of a new brand of an FMCG product like toothpaste. How will you build your distribution channel in Kolkata market?

GROUP B

Answer **any four** questions

(4x20=80)

8. (a) Elaborate the various steps in the process of media planning.
(b) Examine how media planning would differ from various product categories. Illustrate your answer by selecting one product each from Consumer durable, FMCG and Service sector, and bring out the deviations accordingly. (8+12)
9. (a) Enumerate the various techniques that are adopted for pre-testing and post-testing of an advertisement. Provide suitable examples to substantiate your answer.
(b) Write a short note on the DAGMAR approach. (15+5)
10. Bring out the merits and limitations of **any four** of the following promotional methods : (4x5)
 - i. Premiums.
 - ii. Coupons.
 - iii. Contests and Sweepstakes.
 - iv. POP displays.
 - v. Exchange offers.
 - vi. Trade allowances.
11. (a) Outline the 5 M’s of advertising and provide a detailed overview of its major components.
(b) What are the steps taken by companies to increase its brand equity? (15+5)

