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# ST. XAVIER'S COLLEGE (AUTONOMOUS)

**5th SEMESTER EXAMINATION  
B.B.A.  
NOV - DEC 2010**

**ADVERTISING AND SALES  
PROMOTION**

**ASPA3501**

Wednesday, November 24, 2010 8:30 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 your own words as far as practicable.
- Do not write anything on the Question paper other than your Roll No.

### Group – A

Answer **ANY FIVE** questions.

[5x4 = 20]

1. How do marketers render customer service through marketing communication?
2. Identify the factors that impact ad agency-client relationship.
3. As the manager in charge of Perishable Food Products mart in a large departmental store, what Push or Pull strategy would you use to sell out the stock before they lose freshness?
4. Advertising cannot make one buy, what one does not need – Do you agree? Explain your stand point.
5. Favourable results of pretesting do not guarantee the success of an advertising campaign – comment.
6. Imagine that you are the Sales Promotion manager of a new company marketing potato chips. The company intends to compete with well established brands like ‘Uncle Chips’, ‘Lay’s’ etc. What kind of sales promotion do you need to get into the consumer’s purchase basket?
7. ‘Media planning involves a trade off between reach and frequency’ – Discuss the statement, and mention examples when one or the other should get more emphasis.

### Group – B

Answer **ANY FOUR** questions.

[4x20 = 80]

8. (a) Depict the IMC plan of a large MNC in a flowchart, highlighting the strategic coordination of different promotional elements.  
(b) Elaborate the different methods used for setting advertising budget of a company supported by examples. [10+10 = 20]
9. (a) Advertising provides the reasons to buy, while sales promotion provides incentives to buy – Elucidate the statement drawing upon the comparative objectives of Advertising and Sales Promotion.  
(b) Coupons can be used to accomplish many promotional objectives – Discuss.  
(c) A manufacturer of ready to wear garments wants to clear stocks. Prepare a blue print of sales promotion to accomplish the objective. [10+5+5 = 20]
10. (a) Discuss how far the DAGMAR approach is effective in judging the effectiveness of an advertising campaign.  
(b) Define client-agency relationship. How do agencies gain customers? Why do clients change their agencies? [10+(3+4+3) = 20]
11. (a) Provided here are the following products. Suggest suitable media strategies for effective promotion (**any two**):
  - (i) Films.
  - (ii) Educational institutes.
  - (iii) Deodorants.  
(b) One of the interesting ways to combine the assets of radio and television is to use the sound track of TV commercials for the radio ad. Why would an advertiser consider this creative strategy? What limitations would you mention? [10+10 = 20]

12. (a) Bring out the merits and limitations of **ANY FOUR** of the following: [ $2\frac{1}{2} \times 4 = 10$ ]
- (i) Free Gifts/ Samples.
  - (ii) POP displays.
  - (iii) Dealer loader.
  - (iv) Merchandise allowance.
  - (v) Consumer contests.
  - (vi) Money Refunds and Rebates.
- (b) Write notes on : [5x2 = 10]
- (i) Copywriting.
  - (ii) Layout.
13. (a) Suggest the choice of target audience, media vehicle and objectives with respect to –
- (i) Manufacturers of products and services.
  - (ii) Wholesalers.
  - (iii) Retailers.
  - (iv) Individuals.
  - (v) Government and Social groups. [5x2 = 10]
- (b) With real life examples, elaborate the benefits that advertising offers to –
- (i) Customers.
  - (ii) Society. [5+5 = 10]
14. (a) List the essentials of drafting a successful advertising message. [10]
- (b) Clarity of an advertising message is more important than the amount spent on it. With reference to the above statement, discuss the following components of an ad message.
- (i) Message appeal.
  - (ii) Message structure. [5+5 = 10]

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