

QUESTION 2014

Group – A

(Multiple Choice Type Questions)

1. Choose the correct alternatives for any ten of the following:

- i) Which of the following factors(s) is/are to be considered while setting the advertising budget?
- a) stage in the PLC
 - b) market share and consumer base
 - c) advertising frequency
 - ✓d) all of these
- ii) In the advertising process, client is the
- a) advertising agency
 - ✓b) advertiser
 - c) media organization
 - d) interactive agency
- iii) Advertising is a process of
- ✓a) promotion
 - b) public relation
 - c) sales promotion
 - d) none of these
- iv) USP means
- ✓a) Unique Selling Proposition
 - b) Unique Selling Product
 - c) United Selling Project
 - d) Unique Sales Promotion
- v) Consumer sweep takes is a form of
- a) advertisement
 - ✓b) sales promotion
 - c) publicity
 - d) personal selling
- vi) Catalogue is a form of
- a) press advertising
 - ✓c) direct mail advertising
 - b) outdoor advertising
 - d) visual advertising
- vii) After-sales service is a form of
- a) wholesaler sales promotion programme
 - b) customers sales promotion programme
 - c) dealers sales promotion programme
 - ✓d) manufacturers sales promotion programme
- viii) The qualitative value of an exposure is known as
- ✓a) reach
 - b) frequency
 - c) impact
 - d) creativity

- ix) '50% off on purchase of two salwar' is an example
- | | |
|---------------------|----------------------|
| a) advertisement | ✓ b) sales promotion |
| c) direct marketing | d) publicity |
- x) Informative advertising is suitable at which stage of PLC
- | | |
|-------------------|------------|
| ✓ a) introduction | b) growth |
| c) maturity | d) decline |
- xi) Consumer sweepstakes is a form of
- | | |
|--------------------------------|--------------------------|
| a) sales force sales promotion | b) trade sales promotion |
| ✓ c) consumer sales promotion | d) none of these |
- xii) The label on a soft drink can read "cool & refreshing" For what reason are these words used?
- | | |
|------------------------------------|----------------------------------|
| a) to encourage multiple purchases | ✓ b) to provide information |
| c) to promote the product | d) to satisfy legal requirements |

Group – B

(Short Answer Type Questions)

2. Mention the different types of advertising. How is product advertising different from institutional advertising?

See Topic: **COMMUNICATION PROCESS**, Short Answer Type Question No. 4.

3. What is an advertising appeal? How experts have classified them?

See Topic: **"CREATIVE ASPECTS OF ADVERTISING**, Short Answer Type Question No. 3.

4. Write a short note on the effects of advertising on children?

See Topic: **IMPACT OF ADVERTISING**, Long Answer Type Question No. 8(h).

5. What does the Hierarchy-of-effects-model propounded by Lavidge Steiner propagate?

See Topic: **IMPACT OF ADVERTISING**, Short Answer Type Question No. 7.

6. Recommend suitable media vehicles for the following products with a reason:

- a) Soft drinks
- b) Anti-ageing cream
- c) Alcoholic beverage
- d) Business school
- e) Slimming capsules

See Topic: **SALES PROMOTION**, Short Answer Type Question No. 2.

Group – C
(Long Answer Type Questions)

7. a) Define sales promotion and discuss its objectives.

b) What are the various sales promotion techniques? Also state their limitations.

a) See Topic: **SALES PROMOTION SCHEMES**, Long Answer Type Question No. 1(a).

b) See Topic: **SALES PROMOTION**, Long Answer Type Question No. 1.

8. What is meant by effectiveness of an advertisement? Examine the major methods employed to measure advertising effectiveness.

See Topic: **IMPACT OF ADVERTISING**, Long Answer Type Question No. 3.

9. a) Explain the various economic and social aspects of advertising.

b) Write a note on ASCI.

a) See Topic: **IMPACT OF ADVERTISING**, Long Answer Type Question No. 2.

b) See Topic: **IMPACT OF ADVERTISING**, Long Answer Type Question No. 4(a) & 8(b).

10. What is meant by marketing communication mix? Describe in brief the steps in developing effective communication.

See Topic: **ADVERTISING AND COMMUNICATION MIX**, Long Answer Type Question No. 2.

11. Write notes on the following:

a) DAGMAR approach

b) Surrogate advertisements

c) AIDA model

d) Rational appeal

e) Reach and Frequency.

a) See Topic: **IMPACT OF ADVERTISING**, Long Answer Type Question No. 9(c).

b) See Topic: **ADVERTISING MEDIA**, Long Answer Type Question No. 8(b).

c) See Topic: **IMPACT OF ADVERTISING**, Long Answer Type Question No. 9(a).

d) See Topic: **CREATIVE ASPECTS OF ADVERTISING**, Long Answer Type Question No. 7(b).

e) See Topic: **ADVERTISING MEDIA**, Long Answer Type Question No. 8(c).