

QUESTION 2017

Group – A **(Multiple Choice Type Questions)**

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

i)..... is a form of non-personal communication, by an identified sponsor, that is transmitted through the use of paid-for media.

- ☒ a) Advertising
- ☐ b) Personal selling
- ☐ c) Public relations
- ☐ d) Publicity

ii) Which tool of the promotional mix is defined as any paid form of non-personal presentation and promotional of ideas, goods, or services by an identified sponsor?

- ☒ a) Advertising
- ☐ b) Public relations
- ☐ c) Direct marketing
- ☐ d) Sales promotion

iii) Which of the following *would* not be one of the primary advertising objectives classified by primary purpose?

- ☐ a) To inform
- ☐ b) To persuade
- ☐ c) To remind
- ☒ d) To make profits

iv)is used heavily when introducing a new product category.

- ☐ a) Persuasive advertising
- ☐ b) Inferential advertising
- ☐ c) Reminder advertising
- ☒ d) Informative advertising

v) Keeping consumers thinking about the product is the objective for which type of advertising?

- ☐ a) Informative advertising
- ☒ b) Psychological advertising
- ☐ c) Reminder advertising
- ☐ d) Persuasive advertising

- vi) All of the following are commonly recognized promotion budget formats except
- a) The affordable method
 - ✓ b) The life method
 - c) The percentage-of-sales method
 - d) The objective-and-task method
- vii) Determining the promotion budget on the basis of financial availability of capital is characteristic of which of the following budget methods?
- ✓ a) Affordable method
 - b) Percentage-of-sales method
 - c) Competitive-parity method
 - d) Objective-and-task method
- viii) Setting the promotion budget so as to match the budget of the competition is characteristic of which of the following budget method?
- a) Affordable method
 - b) Percentage-of-sales methods
 - c) Objective-and-task method
 - ✓ d) None of these
- ix) All marketing activities that attempt to stimulate quick buyer action or immediate sales of a product are known as
- a) Sponsorship
 - b) Advertising
 - c) Personal selling
 - ✓ d) Sales promotion
 - e) Publicity
- x) In general, the single-voice, or synergy principle, involves selecting a specific.....for a brand.
- ✓ a) Positioning statement
 - b) Marketing mix
 - c) Pricing strategy
 - d) Advertising budget
 - e) None of these
- xi) The premise underlysing geo-demographic targeting is that people who..... also share demographic and lifestyle similarities.
- a) are in the same income areas
 - ✓ b) reside in similar areas
 - c) are of the same age
 - d) are of the same gender
 - e) are of the same ethnic group
- xii) A detergent that advertises how clean it gets clothes is appealing to the.....consumer need.
- ✓ a) Functional
 - b) Symbolic
 - c) Biological
 - d) Experiential

Group – B
(Short Answer Type Questions)

2. Point out the differences between advertising and sales promotion.

See Topic: **ADVERTISING AND COMMUNICATION MIX**, Short Answer Type Question No. 1.

3. Discuss the significance of 'AIDAS' model in advertising.

See Topic: **IMPACT OF ADVERTISING**, Short Answer Type Question No. 2.

4. Discuss the use of 'Premium' as a sales promotion tool.

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

5. Discuss the merits and demerits of using humour in advertising.

See Topic: **CREATIVE ASPECTS OF ADVERTISING**, Short Answer Type Question No. 5.

6. What are the components of an advertising copy?

See Topic: **CREATIVE ASPECTS OF ADVERTISING**, Short Answer Type Question No. 1.

7. What are the advantages and limitations of having a centralized and a decentralized advertising arrangement?

See Topic: **IMPACT OF ADVERTISING**, Short Answer Type Question No. 8.

Group – C
(Long Answer Type Questions)

8. a) A principle of TV message design in that television is Primarily a visual medium. However, very few TV commercial are designed without a vocal element (actors or announcers). Even many TV ads that visually demonstrate products in action use off-screen voice to provide information. Why is voice needed to be used in TV commercials?

See Topic: **CREATIVE ASPECTS OF ADVERTISING**, Long Answer Type Question No. 6.

b) Coupons can be used to accomplish many promotional objectives. Discuss.

See Topic: **SALES PROMOTION SCHEMES**, Long Answer Type Question No. 3(a).

c) A manufacturer of ready-to-wear garments for men wants to clear stocks. Prepare a blueprint of sales promotion to achieve the object.

See Topic: **SALES PROMOTION SCHEMES**, Long Answer Type Question No. 3(b).

9. a) Discuss the Lavidge & Steiner Hierarchy of effects model.

See Topic: **IMPACT OF ADVERTISING**, Short Answer Type Question No. 4.

b) What is sales promotion? Explain the objectives of the same.

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

c) Explain the different sales promotion tools.

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

10. There are different groups who might be the target of sales promotion – Consumer, Trade, Sales force. Critically discuss the promotional measures their efficacies in case of any of the two groups with proper illustrations.

See Topic: SALES PROMOTION SCHEMES, Long Answer Type Question No. 4.

11. a) What is media planning? Discuss the merits and demerits of different types of media?

See Topic: ADVERTISING MEDIA, Long Answer Type Question No. 3(a).

b) What is display advertising? Explain with examples its different types.

See Topic: ADVERTISING MEDIA, Long Answer Type Question No. 3(b).

c) What are the factors to be considered in selecting an advertising agency?

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

12. a) What is meant by effectiveness of an advertisement?

See Topic: IMPACT OF ADVERTISING, Long Answer Type Question No. 3(a).

b) Discuss briefly the major methods of measuring advertisement effectiveness.

See Topic: IMPACT OF ADVERTISING, Long Answer Type Question No. 3(b).

13. a) "The specific audience the advertising is intended to focus upon will typically be larger than the target market." Do you agree? Give reasons.

See Topic: ADVERTISING AND COMMUNICATION MIX, Long Answer Type Question No. 8(a).

b) In which way "Objective and task Methods" is methodologically superior than the "Percentage of Sales Method"? Explain.

See Topic: ADVERTISING AND COMMUNICATION MIX, Long Answer Type Question No. 8(b).

c) What is advertising frequency? Discuss the advertising strategy necessary for promoting an after shave lotion.

See Topic: IMPACT OF ADVERTISING, Short Answer Type Question No. 9.