

**2020**

**BUSINESS ADMINISTRATION — HONOURS**

**Fifteenth Paper**

**(Marketing Management Group)**

**[Advertising and Sales Promotion]**

**Full Marks: 100**

**(Time : 2 hrs.)**

*The figures in the margin indicate full marks.*

*Candidates are required to give their answers in their own words  
as far as practicable.*

**Group - A**

**(Advertising)**

**(Marks : 50)**

Answer *any two* questions.

25×2

1. “Advertising is a wasteful expenditure”. Discuss the statement considering the concepts of Cost benefit ratio of advertising the product, and Advertising expenditure during the introductory stage of a new product.
2. Define DAGMAR approach. Discuss the reasons behind the criticism of the DAGMAR approach.
3. (a) Explain the importance of advertising.  
(b) Distinguish between advertisement and publicity.
4. State your media choice for –  
(a) Toothpaste and  
(b) Washing machine with reasons.
5. What is meant by advertising appeal? Discuss the different types of appeals with the help of examples.
6. Discuss the merits and demerits of social media as an advertising medium.
7. Discuss the major steps in the media selection process.
8. Explain the attributes of Print, Electronic and Digital media in the context of advertising in brief.
9. What are the 6 Ms of Advertising? “Advertising is a necessary evil in the domain of marketing in the contemporary society.” Do you agree? Justify your view point.

**Please Turn Over**

10. Write short notes on (*any two*) :
- (a) Advertising Objectives
  - (b) Target audience
  - (c) Advertising copy
  - (d) Public Relations
  - (e) Photo cropping and bleeding
  - (f) Causes of wastes in advertising.

**Group - B**  
**(Sales Promotion)**  
**(Marks : 50)**

Answer *any two* questions.

25×2

- 11. Distinguish between consumer sales promotion and trade promotion. Critically analyze the role of sales promotion in contemporary marketing.
  - 12. “Advertising is a long-term process, whereas sales promotion is a quick action process”. Critically evaluate the statement.
  - 13. Give the advantages of post testing of advertising campaign. Describe any two methods for pre-testing of print advertising.
  - 14. Discuss the advantages and drawbacks of sales promotion in contemporary society.
  - 15. What is AIDA model? Explain how the model is used.
  - 16. What are the sales promotion tools adopted for Online Marketing?
  - 17. (a) Differentiate between sales contest and sales display.  
(b) Explain the impact of premium plans in sales promotion.
  - 18. Explain the methods of coordinating sales promotion.
  - 19. What are the criteria for selecting an advertising agency? What are the pros and cons of using in-house advertising agency?
  - 20. Write short notes on (*any two*) :
    - (a) Rebates and Refunds
    - (b) Joint Promotion
    - (c) Brand Equity
    - (d) Push Pull strategy
    - (e) Limitations of Sales Promotion
    - (f) Sales Promotional tools.
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