

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
MBA Winter 2018 - 19 Examination

Semester: 3
Subject Code: 06203202
Subject Name: Advertising and Promotion Management

Date: 30/10/2018
Time: 02:00 pm to 04:30 pm
Total Marks: 60

Instructions

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

Q.1 Do as Directed.

A).Multiple choice type questions/Fill in the blanks. (Each of 1 mark) (05)

1. _____ is a Pull Strategy.

a)Trade promotion	c)Consumer promotion
b) Sales Force Promotion	d)No promotion
2. Which of the following presentation methods takes the FAB approach?

a) Need Satisfaction method	c) Stimulus response method
b) Formula method	d) Consultative selling method
3. Point sales quota are appropriate when the company wants salespeople to sell products _____ .

a) having high prices	c) having rapid price fluctuation
b) contributing marginally to profits	d) contributing more to profits
4. AIDA response model represent _____ process.

a) personal selling	c) publicity
b) advertising	d)Informative
5. Prior to the development of integrated marketing communications, the promotional function in most companies was dominated by:_____

a)Direct Marketing	c)Advertising
b)Sales Promotion	d)Public Relations

B).Define the following. (Each of 1 mark) (05)

- 1.Sales Management
- 2.Integrated marketing communication
- 3.Sales territory
- 4.Sales quota
5. Prospecting

C).Explain in brief. (Each of 1 mark) (05)

1. Selective demand advertising
- 2.Media mix
- 3.Direct marketing
- 4.Reminder advertising
- 5.Competitive parity method

Q.2 Answer the following questions.

- A).Discuss the merits and demerits of using an in-house advertising agency. What are the rationales behind appointment of external agency by the organization to conduct activities related to “Integrated Marketing Communication” (IMC)? (07)**
- B).What is DAGMAR? Explain how marketers use DAGMAR in establishing objectives. What are some of the problems connected with the use of DAGMAR? (08)**

Q.3 Answer the following questions.

A). What do you mean by advertising appeal? Explain different types of appeals. (07)

B). Most marketers choose message sources with high credibility. Discuss some reasons why it may be needless or even harmful to use a source of high credibility. (08)

Q.4 Attempt any two questions. (Each of 7.5 mark) (15)

1. Kennametal Inc., a maker of tooling machinery for General Motors, uses sales record of the previous year to set sales quotas for the current year. Mention the advantages and disadvantages to Kennametal Inc., in using this method of setting sales quotas.

2. In this summer you are going to start retail chain store of Gujarat's famous "Mataka Kulfi" across the big cities of Gujarat. How will you decide your positioning strategy for it?

3. Explain the steps involved in designing sales territories.

4. Describe any three advertisements of your choice along with executional styles used in them.