

**PARUL UNIVERSITY**  
**FACULTY OF MANAGEMENT**  
**MBA., Winter 2017 - 18 Examination**

**Semester: 3**  
**Subject Code: 06203202**  
**Subject Name: Advertisement and Promotion Management**

**Date: 02/01/2018**  
**Time: 02:00PM to 04:30PM**  
**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. ELM refers to \_\_\_\_\_ for persuasion.
 

a) central route	c) peripheral route
b) a and b	d) none of a, b and c
2. Sales contests are \_\_\_\_\_ program.
 

a) long term	c) short term
b) medium term	d) none of a, b and c
3. Yielding occurs in \_\_\_\_\_ stage of the response process.
 

a) cognitive	c) affective
b) behavioral	d) conative
4. Reach is a measure of the number of different audience members exposed to at least \_\_\_\_\_ to a media vehicle in a given period of time.
 

a) once	c) thrice
b) twice	d) none of a, b, and c
5. Create awareness among 90% of target audience is an example of \_\_\_\_\_.
 

a) marketing objective	c) a and b
b) communication objective	d) none of a, b and c

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

1. Sales quota
2. Semiotics
3. Primary effect
4. Premium
5. CDI

**C).Direct questions. (Each of 1 mark)****(05)**

1. Explain missionary selling in brief.
2. What is fear appeal?
3. Describe identification in brief.
4. What is testimonial?
5. Describe continuity in scheduling.

**Q.2 Answer the following questions.****A).Elaborate on source credibility factor in advertisement along with limitations of credible source. (07)****B).Explain FCB Model with its implications to marketers. (08)****Q.3 Answer the following questions.****A).Discuss emerging trends in sales management. (07)****B).Describe a procedure for designing sales territories. (08)**

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

**(15)**

1. As you are a manager of BOB advertising agency, take suitable assumptions and develop an integrated marketing communication planning model for the manufacturer of SONICA laptop for the students pursuing graduation.
2. In a meeting DAGMAR has been proposed to be used in in-house advertising agency of a company manufacturing home appliances. As a senior manager you have to discuss the issues related to DAGMAR and take a stand whether to go with proposition or not.
3. As a team leader at SKY Insurance Company, you are to explain prospecting & qualifying, pre approach and approach to new members of your team, so that they may deal with initial steps of sales process satisfactorily.
4. As a senior manager at VITRI – a vacuum cleaner manufacturing company, you are to explain ways of presentation along with the techniques of overcoming objections to the sales persons to improve their sales performance.