

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
MBA Summer 2017 - 18 Examination

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

Date: 07/06/2018
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. An acronym that stands for defining advertising goals for measured advertising results.

a) DAGMAR	c) ELM Model
b) AIDA	d) BDI
2. _____ is the extent to which the recipients sees the source as having relevant knowledge, Skills or experience & trusts the source to give unbiased objective information.

a) Credibility	c) Attractiveness
b) Expertise	d) Internalization
3. _____ may include the employees of the firm, stockholders & investors, members of the local local community, suppliers & current customers.

a) Internal	c) External
b) Stockholders	d) Households
4. The basis or approach used in an advertising message to attract the attention or interest of Of consumers is known as _____.

a) Advertising Message	c) Ad Content
b) Advertising Appeal	d) Advertising Media
5. _____ is the series of decisions involved in delivering the promotional message to the prospective buyers/ users of product or brand.

a) Media Planning	c) Reach
b) Advertising	d) Frequency

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

1. Classified Advertisements
2. Sales Management
3. Reach
4. Frequency
5. Media Vehicle

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

1. Name the participants in Integrated Marketing Communication Process.
2. Give examples of Fear Appeal used in Advertising.
3. Name the Three Scheduling methods available to the media planner.
4. Explain the meaning of Sales Territories.
5. The formula of CPM (Cost per Thousand)

Q.2 Answer the following questions.

- A).** Write a brief note on Promotional Mix Tools. **(07)**
- B).** Explain Any Two Traditional Response Hierarchy Models in detail. **(08)**

Q.3 Answer the following questions.

- A).** Define Public Relations & explain its advantages and disadvantages. **(07)**
- B).** Write about the emerging trends in Sales Management. **(08)**

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

(15)

1. Explain the important factors for fixing Sales Quotas.
2. Explain Any Two Top Down Budgeting Approaches to Advertising.
3. You are new Toothpaste manufacturer and wish to promote your brand by banking upon the News Appeal in the advertisement of the toothpaste. You are required to name the brand of Toothpaste and chart out a print advertisement highlighting the News Appeal.
4. You are coming up with a new brand of Mobile phones in the market. You are required to Create an awareness about your brand in the market. You also need to decide on the media mix And the reasons to support the choice of your media mix so as to fulfill the objective of creating Market Awareness.

Note :- Weightage for the questions.

30 Marks - Theory, 15 Marks - case lets, 15 Marks - Practical