

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
MBA, Summer 2018 - 19 Examination

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

Date: 06/05/2019
Time: 2:00pm to 4:30pm
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. Sales quotas are not suitable for _____.

a) buyers market	c) sellers market
b) competitive market	d) All of the above
2. Trial close questions are used to check the prospect's _____.

a)attitude	c)both of the above
b)decision	d)none of the above
3. Sales management has an important position in the organization because it is _____.

a)one of the oldest functions	c)closer to customers
b)the only income generating function	d)one of the modern functions
4. _____ includes negotiating.

a) technical skills	c)people skills
b) managing skills	d) both a and b
5. Sales person stands at _____ level of sales management position.

a) top	c) bottom
b) middle	d) none of the above

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

- 1.Advertising
- 2.Direct Marketing
- 3.Interactive Media
- 4.Personal selling
- 5.Public relations

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

1. What is selective demand advertising?
2. Name the promotional tools of consumer oriented sales promotion.
3. What are the steps of target marketing?
4. What are the elements of basic model of communication?
5. Characteristics of good marketing objectives

Q.2 Answer the following questions.

- A). Compare AIDA model with Innovation adoption model. (07)**
B). What is source? What are source attributes and explain each of them in brief. (08)

Q.3 Answer the following questions.

- A).Describe humor appeal in advertisement. Explain how it operates with suitable example/s. (07)**
B).What is DAGMAR? Which communication tasks are involved in it? Explain its merits and demerits. (08)

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

(15)

1. Prepare an IMC plan for plastic toys targeting age group of 3 to 14 years.
2. Discuss transformational appeal and comparative appeal with suitable example/s.
3. Illustrate any three execution styles with appropriate example/s.
4. As a sales manager, what criteria or qualities would you look for promoting one of the existing sales persons as a branch sales manager for opening a new branch?