2012

ADVERTISING & SALES PROMOTION

5.3 Paper

Full Marks 80

Time : Three hours

(The figures in the margin indicate full marks for the questions)

1. Answer all the questions :   1×10=10

    (a) What is the full form of DAGMAR?

    (b) What is the full form of DAR test?

    (c) What is SKY-Writing?

    (d) Write one example of sales promotional scheme.

    (e) What is coupon in sales promotional scheme?

    (f) What is climax order in order of presentation of most important points of a message?

    (g) State the meaning of duplication.

    (h) State one objective of consumer contest.

    (i) What do you mean by social image?

    (j) What is product positioning?

2. Answer all the questions :   2×5=10

    (a) Write two objectives of trade promotion.

    (b) What is direct marketing?   PTO

(c) What is crisis marketing?

(d) What is transit advertising?

(e) State two objectives of advertising campaign.

3. Answer any four questions : 5×4=20

   (a) What are the major steps involved in placing advertisements in newspapers?

   (b) Discuss F.M. Channel as a medium for advertising.

   (c) What is media planning?

   (d) Explain in brief the integrated marketing communication model of advertising.

   (e) What are the objectives of sales promotions?

   (f) State some characteristics of a good slogan.

4. Answer any five questions : 8×5=40

   (a) Explain the various elements of media strategy.

   (b) Explain the creative process involves in an advertising.

   (c) Discuss the various tools and techniques of public-relation.

   (d) Explain in brief the need and importance of advertising in marketing.

   (e) Explain how sales promotion evaluation is done.

   (f) Discuss internet as a medium for advertising.

   (g) What do you mean by advertising appeals? Explain in brief the different types of advertising appeals.

   (h) Discuss the advantages and disadvantages of T.V advertising.