

S.D.E.

B.B.A. (2006 COURSE) SEM-VI : SUMMER - 2018

SUBJECT: ELETIVE-III: b) ADVERTISING AND SALES PROMOTION  
(MARKETING)

Day: **Wednesday**  
Date: **06/06/2018**

S-2018-4329

Time: **10.00 AM TO 1.00 PM**  
Max. Marks: 80

**N.B.:**

- 1) Attempt any **FOUR** questions from Section-I. Each question carries **12** marks.
- 2) Attempt any **TWO** questions from Section-II. Each question carries **16** marks.
- 3) Answers to both the sections should be written in the **SEPARATE** answer books.

**SECTION-I**

- Q.1** Define Advertising and explain the objectives and role of advertising in changing business scenario.
- Q.2** Bring out the significance of the following elements of promotion mix:  
a) Public Relation  
b) Personal selling  
c) Sales promotion
- Q.3** Discuss the organizational structure of a full-service, large-size advertising Agency.
- Q.4** Critically examine the various methods commonly used to study the effectiveness of advertising campaigns. Write suitable examples.
- Q.5** Write short notes on any **TWO** of the following:  
a) Outdoor advertising  
b) Merits and demerits of electronic media  
c) Objection to advertising

**SECTION-II**

- Q.6** Manufactures of a famous brand of pickles, is unable to increase the market share of his brand, though the company has often offered several attractive 'schemes' to its dealers and retailers. Sales Manager seeks your guidance to design 'sales promotion schemes' which will attract the buyer segment; majority among them the house wives. What will be required further is your suggestions to create 'point of sales reminder promotion' also present your detailed plan.
- Q.7** You have been appointed as product manger for bright white a new laundry detergent that will be introduced to the market within the next six months. Which strategy would you suggest to promote the company? Why?
- Q.8** Prepare a media plan for a newly introduced car manufactured by Korean company for Indian market.

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