

**2021**

**BUSINESS ADMINISTRATION — HONOURS**

**Fifteenth Paper**

**(Marketing Group)**

**(Advertising and Sales Promotion)**

**Full Marks : 100**

*The figures in the margin indicate full marks.*

*Candidates are required to give their answers in their own words*

*as far as practicable.*

Answer **any five** questions.

1. (a) "Can Integrated Marketing Communication (IMC) be more effective than conventional approaches of communication related to consumer oriented marketing." Evaluate the statement.  
(b) What appeals would you consider most effective in advertising and why for
  - (i) Mosquito repellent cream,
  - (ii) Car rental services?10+10
2. (a) State the role of USP identification in advertising creativity. Support your argument with a relevant advertising.  
(b) 'Media planning involves a trade-off between reach and frequency'. Explain. Give example of when reach should be emphasized over frequency and vice versa. 10+10
3. (a) What are the various stages a consumer goes through according to Lavidge and Steiner's Hierarchy of Effects Model?  
(b) Critically evaluate the percentage of sales method of setting advertising budget. 10+10
4. Write short notes on (**any two**): 10+10
  - (a) Media Vehicle
  - (b) Limitations of DAGMAR
  - (c) Radio as a rural medium
  - (d) Public relations.
5. (a) Highlight the characteristics of sales promotion in present day consumer product promotion.  
(b) Describe different trade promotion tools available to a consumer durable marketer. Give example each one. 10+10

**Please Turn Over**

6. (a) Discuss various functions performed by an advertising agency.  
(b) What are the pros and cons of using in-house advertising agency? 10+10
7. (a) 'Advertising is a wasteful expenditure'. Do you agree? Comment critically.  
(b) Is celebrity endorsement really effective in advertising? Give your opinion. 10+10
8. (a) Discuss the implications of using different types of appeal in advertising message.  
(b) What are the pros and cons of television as an advertising media? 10+10
9. (a) 'Advertising is a long-term process, whereas sales promotion is a quick action process.' Critically evaluate the statement.  
(b) Describe the benefits of post-testing of advertising campaign. 10+10
10. (a) 'Sales promotion programmes are destroying brand loyalty.' Do you agree? Give reasons for your answer.  
(b) Describe two promotional tools used for industrial product promotion. 10+10
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