

BBA 6th Semester (Hons.) Examination, 2021
BACHELOR OF BUSINESS ADMINISTRATION

Course ID: BBA-6.2

Course Code: BBA-6.2

Course Title: Promotion Mix

Full Marks: 80

Time: 4 Hours

*The figures in the right hand margin indicate full marks.
Candidates are required to give their answers in their own words as far as practicable.
Illustrate the answers wherever necessary.*

Group-A

1. Answer all the questions from the following: -

1X10=10

1. The first step in developing an advertising program should be to:
 - a. Set advertising objectives.
 - b. Set advertising budget
 - c. Evaluate advertising campaign
 - d. Develop advertising strategy
 - e. None of these
2. _____ combine(s) sight, sound, and motion; appeals to the senses; and, has a low cost per exposure as advantages.
 - a. Newspapers
 - b. Television
 - c. Direct mail
 - d. Radio
 - e. None of these
3. _____ is a major promotion function whose objective is to build good relations with the company's various publics.
 - a. Advertising
 - b. Direct marketing
 - c. Public relations
 - d. Specialty events
 - e. None of these
4. Which of the following major promotional tools use press relations, product publicity, corporate communications, lobbying, and public service to communicate information?
 - a. Advertising
 - b. Public relations
 - c. Direct marketing
 - d. Sales promotion
 - e. None of these
5. Which of the following strategies is usually followed by b2b companies with respect to promotion strategy?
 - a. Push strategy
 - b. Pull strategy
 - c. Blocking strategy
 - d. Integrated Strategy
 - e. None of these
6. After determining its advertising objectives, a company next sets its _____ for each product;
 - a. Advertising Strategy
 - b. Advertising Budget
 - c. Advertising goals
 - d. Advertising format
 - e. None of These
7. The inner urge that prompts a person to buy a product is known as
 - a. Buying Motive
 - b. Inspiration
 - c. Influence
 - d. Desire
 - e. None of these

8. The word advertising is means turning of _____ to something.
 - a. Desire
 - b. Attraction
 - c. Attention
 - d. Interest
 - e. None of these
9. Another name for a company's marketing communications mix is:
 - a. The advertising program
 - b. The sales force
 - c. Image Mix
 - d. Promotion Mix
 - e. None of these
10. IMC, as presented in the text and in context with promotion, stands for:
 - a. International Manufacturing Capacity
 - b. International Monitory Consistency
 - c. Integrated Marketing Communication
 - d. Integrated Marketing Corporations
 - e. None of these

Group- B

2. Answer any TEN from the following:

10X2=20

1. What is Pull and Push Strategies?
2. What is PR?
3. What do you mean by Advertising?
4. What do you mean by Publicity?
5. What is packing?
6. What do you mean by Branding?
7. What do you mean by Sponsorship?
8. Define product line stretching;
9. What is brand image?
10. What is Sales promotion?
11. What do you mean by Specialty store?
12. Define direct marketing;
13. Define celebrity advertising;
14. What do you mean by advertising budget?
15. Define sales quota;

Group – C

3. Answer any FOUR from the following:

4X5=20

1. Write a short note on house journal;
2. Write a short note on E- Marketing;
3. What are the types of conventional and nonconventional advertising medium in India?
4. Write down the role of sales promotion in promotional mix of a firm;
5. Briefly explain the advertising agency;
6. Write a short note on press release;

Group – D

4. Answer any THREE from the following:

3X10=30

1. Discuss the various types of advertising media available in India;
 2. Briefly describe the functions of advertising agency;
 3. How do you measure and evaluate the sales promotion program of a consumer goods firm?
 4. Discuss the various types of promotional tools used by retailers;
 5. Discuss the major responsibilities and task of a PR manager of 5 star hotel;
 6. Describe the role of 'Public' in PR functions of a business firm;
-