

MID-WESTERN UNIVERSITY
SCHOOL OF MANAGEMENT (MUSOM)
(An Autonomous Institution)
FINAL EXAMINATION: 2022
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
SEMESTER – VIII

Subject: Advertising Management
Full Marks: 100

Course Code: MGT 390
Time: 3 Hrs.

Exam Roll No.:

Section A : Multiple Choice Questions (1×15 = 15 Marks) Time : 15 Minutes

Tick (✓) the best answer

1. Advertising is any.....presentation and promotion of ideas, goods and services by an identified sponsor.
 - a. paid form of personal
 - b. cost free form of non-personal
 - c. cost free form of personal
 - d. paid form of non-personal
2. Billboards, posters, electrical signs, and wall paintings are examples of....
 - a. indoor advertising
 - b. outdoor advertising
 - c. direct mail advertising
 - d. yellow page advertising
3. Dividing the market on the basis of characteristics such as age, gender, ethnicity, religion, income, education, and household size is known as.....segmentation.
 - a. geographic
 - b. demographic
 - c. socio-cultural
 - d. psychographic
4. When consumers are divided on the basis of their needs and motivations, personality, perceptions, learning, level of involvement, and attitudes. Such segmentation is known as.....segmentation.
 - a. geographic
 - b. demographic
 - c. psychographic
 - d. socio-cultural
5. Communication process in DAGMAR model includes following steps:
 - a. Awareness-attitude-action-comprehension
 - b. Attitude-awareness-comprehension-action
 - c. Awareness-comprehension-action-attitude
 - d. Awareness-comprehension-attitude-action.
6. Advertisers may use.....appeals like fear, guilt and shame to get people to stop doing things like drinking, smoking, or taking drugs.
 - a. rational
 - b. positive emotional
 - c. moral
 - d. negative emotional
7. Deciding on the advertising copy, using illustrations and designing the layout of an ad are key decision areas of:
 - a. Message content
 - b. Message format
 - c. Message source
 - d. Message structure

8. Drawing conclusions, repetition, one-sided versus two-sided arguments and order of presentation are important aspects of.....
 - a. message content
 - b. message format
 - c. message source
 - d. message structure
9.is often the best choice when it can be anticipated that there will be strong audience identification with the role involved, the person is similar to many members of the target audience, and attributes of sincerity and trustworthiness are likely to come through.
 - a. An expert
 - b. A celebrity
 - c. A typical satisfied customer
 - d. An announcer
10. In print, the activity of putting words into paper, particularly those contained in the main body of the text (the main arguments and appeals used), headlines and sub-heads, is known as.....
 - a. copywriting
 - b. layout
 - c. illustration
 - d. jingles
11. In advertising copy.....is an arrangement where the words appear to be coming from the mouth of one of the characters illustrated in the advertisement.
 - a. headline
 - b. blurb
 - c. the body copy
 - d. sub-head
12. From the following words, which best describe the word 'reach'?
 - a. Media dispersion
 - b. Media repetition
 - c. Media scheduling
 - d. Media concentration
13. "all-eggs-in-one-basket" strategy" is of media planning.
 - a. concentration approach
 - b. dispersion approach
 - c. mixed approach
 - d. none
14.refers to a specific newspaper, magazine, radio station, television program, outdoor advertising location, edition of yellow pages, etc., that can be employed to carry advertisements or commercials.
 - a. Media category
 - b. Media vehicle
 - c. Media
 - d. None
15. In budget allocation terms, a consumer goods brand may, with a budget of Rs. 12,00,000 a year, spend Rs. 50,000 in each of the twelve months to maintain the brand awareness and spend an additional Rs. 1,00,000 in January, March, May, July, September, and November to attract brand switchers from competing brands. Here, the company is using.....scheduling pattern for advertising.
 - a. continuity
 - b. concentration
 - c. flighting
 - d. pulsing

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You are required to answer in your own words as far as applicable. The figures in the margin indicate the full marks.

Section – B: Short Answer Questions (8 × 5 = 40 Marks)

Answer any eight questions:

1. Define advertisement management. Discuss its importance for an organization.
2. Who are the key players in advertising? Discuss in brief.
3. What precautions should be kept in mind as far as drawing conclusions about the product advertised for the target audience is concerned?
4. Critically evaluate the percentage of sales method of setting advertising budget.
5. What do you mean by jingles? What purpose do they serve?
6. Write short note on humour appeals in advertising? Why are humour appeals so popular with the advertisers?
7. What are the implications of using a media concentration approach and media dispersion approach?
8. Discuss the meaning of climax order, anti-climax order and pyramidal order.
9. Evaluate newspaper and magazines as a medium of advertising used by an advertiser.
10. Write short notes on: (Any Two)
 - a. Celebrity advertising
 - b. Copywriting
 - c. CPM

Section – C: Long Answer Questions (3 × 10 = 30 Marks)

Answer any THREE question:

1. Discuss the various steps in advertising process with suitable examples.
2. What are various message decisions that an advertiser has to take? Discuss.
3. What do you mean by advertising copy? Explain the various elements of an advertising copy.
4. Critically examine the DAGMAR approach in setting advertising objectives giving suitable examples.
5. "Internet has emerged as a very popular medium of advertising in the recent past." Do you agree?
What are the advantages and disadvantages of using this advertising medium?

Section – D: Case Study (15 Marks)

11. Read the case given below and answer the questions that follows:

Him Electronics is the manufacturer of electronic wires and components. The products are distributed by a sales force of 50 people. The manufacturer does only a limited amount of advertising relying instead on the personal selling effort, point of purchase displays and occasional sales promotion such as consumer contests.

Him Electronics has been relying on dealer support for promoting the product line. Management is convinced that an aggressive dealer contributes more to sales than an advertising agency.

Until two years ago Him Electronics gave its retailers a special 15 percent discount over and above the normal trade discount. This was Him Electronics' way of providing dealer with an incentive to push the brand. After a change in management, this policy was discontinued in favor of advertising and a 30 percent in trade advertising occurred.

Results of a research showed that Him Electronics' brand in terms of consumer recognition was not even close to the market leader. This bothered management considerably. After a lengthy discussion between marketing people and the advertising agency, it was decided to embark on consumer advertising campaign. The campaign objective was to increase consumer recognition of Him products.

The ad agency recommended a comparison advertising campaign as the quick way to gain brand recognition. It argued that the comparison advertising would make people remember the Him name and show the Him brand's advantage in the market.

The marketing manager of Him disagreed with ad agency saying that the comparison advertising would only confuse consumers. Besides, the risk was so great that something said in the advertising could take the company into the court. He was not convinced that it was ethical to compare any Him product with competitors' versions.

Questions:

- a) What are the major problems faced by Him Electronics regarding advertising decisions? (3)
- b) Do you agree with the ad agency? Support your answer with logic. (4)
- c) Do you agree with the marketing manager? Support your answer with logic. (4)
- d) What strategies would you suggest for initiating an aggressive ad campaign for Him Electronics? (4)