

**U.G. 5th Semester Examination - 2021****BBA****Course Code : BBBADSHT2 [DSE 2]****Course Title : Promotion Mix**

Full Marks : 40

Time : 2 Hours

*The figures in the right-hand margin indicate marks.**Candidates are required to give their answers in their own words as far as practicable.*1. Answer any **ten** of the following questions:

1×10=10

- a) What is the disadvantage of Television advertising?
- b) What is marketing communication mix?
- c) What do you mean by public relation?
- d) What do you mean by personal selling?
- e) What is an Advertising budget?
- f) What is window display?
- g) What is Brand equity?
- h) What are the elements of promotion mix?

- i) What do you mean by follow-up?
- j) What do you mean by secondary data?
- k) What is the main advantage of Personal selling?
- l) What is trade incentive?
- m) What are the two main types of retail sector?
- n) What is transit advertising?
- o) What do you mean by salesmanship?

2. Answer any **five** of the following questions: 2×5=10

- a) What is the difference between Marketing and Advertisement?
- b) What do you mean by 'mediation of reality'?
- c) "Money spent on advertisement is wasteful." Do you agree?
- d) "Advertising sells the product." Do you agree with this statement? Give reasons.
- e) What do you mean by high pressure salesmanship?
- f) How advertisement is different from advertising?
- g) What are the various types of trade promotion?
- h) How comprehension is different from conviction?

3. Answer any **two** of the following questions:  $5 \times 2 = 10$

- a) What are the various media available for advertising today? Which of them is most successful in your opinion and why? 2+3
- b) How to select an advertising agency? What functions are performed by advertising agency? 2+3
- c) What is the role of Marketing Communication in value creation?

4. Answer any **one** of the following questions:  $10 \times 1 = 10$

- a) Why is branding important? How is a brand's personality developed? Explain with example. 4+6
  - b) Examine the role of a sponsorship and event management in enhancing brand image.
  - c) Publicity and public relations are valuable promotion tools. Justify your answer quoting examples in Indian context.
-