

**2020****BBA****[HONOURS]****Paper : BBA3.7****(Promotion Management)**

Full Marks : 80

Time : 4 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.*Answer **Q.No.1** and any other **five** from the rest:

1. Answer any **ten** questions: 2×10=20
- a) Define sales promotion.
  - b) What is AIDA model?
  - c) What is surrogate advertising?
  - d) What is media planning?
  - e) Define IMC.
  - f) What is PR?
  - g) What is direct marketing?
  - h) What is In-Pack premium?

- i) What is POP display?
- j) Define DAGMAR approach.
- k) What do you mean by 'Ad agency'?
- l) Define idea advertisement.
- m) Why retailers advertise heavily in local newspapers?
- n) Define copy.
- o) What is rational appeal?

2. Differentiate between marketing mix and promotion mix. As the marketing manager, discuss various factors you will keep in mind while deciding the promotion mix of your product. 5+7
3. What are the factors to be considered while choosing an ad agency? What are the different types of appeal followed while designing an advertisement? 6+6
4. Discuss in detail the marketing communication process with suitable example and diagram. 12
5. Explain the role of colours in print advertisement. Discuss various forms of outdoor advertising. 5+7

6. Discuss the nature and scope of advertising. Explain the key factors influencing media planning. 4+4+4
7. How publicity works to promote a company offerings? Discuss your answer with suitable example. 12
8. What are the different kinds of sales promotion? State the importance of PR. 6+6
9. Elaborate the various techniques involved in generating brand loyalty. How does promotion affect sales-switching? 8+4
10. Write short notes on (any **two**): 6+6
- a) Ad planning
  - b) Ad budget
  - c) Post-testing of advertisement
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