

Department of Business Administration
16 UBM 621 - ADVERTISING AND SALES PROMOTION

UNIT-I

1. Promotion mix includes Sales Promotion, Personal Selling, Advertising and
 - a) Marketing
 - b) Sales
 - c) Publicity**
 - d) None of these
2. Copy testing is also known as
 - a) Pre Testing**
 - b) Copy writing
 - c) Concurrent testing
 - d) Preview
3. Consumer promotion, trade promotion and _____ are the three forms of sales promotion
 - a) Media Promotion
 - b) Sales Force Promotion**
 - c) Core Promotion
 - d) Media Mix
4. _____ media can give 24 hour exposure to the public eye.
 - a) Television
 - b) Print
 - c) Internet
 - d) Flex Board**
5. It is popularly known as free form of promotion
 - a) Advertisement
 - b) Publicity**
 - c) Personal Selling
 - d) Marketing
6. Which among the following is an example of Trade promotion?
 - a) Coupons
 - b) Samples
 - c) Push Money**

- d) None of these
7. Which among the following is a Pull Strategy?
- a) Trade promotion
 - b) Consumer Promotion**
 - c) Sales Force Promotion
 - d) None of these
8. If a company gives false message to the customers, it is known as
- a) Obscene ads
 - b) Subliminal ads
 - c) Deception**
 - d) None of these
9. The strategy that encourages dealers and distributors to sell a product is known as
- a) Push**
 - b) Pull
 - c) Combination
 - d) Marketing
10. Creating image of product in the minds of target group is called
- a) Marketing
 - b) Positioning**
 - c) Branding
 - d) Popularizing
11. The process of purchasing space in a media is
- a) Media Spacing
 - b) Media Scheduling
 - c) Media Purchasing
 - d) Media Buying**
12. The plan that show time, date and frequency of an advertisement is
- a) Media Plan
 - b) Media Schedule**
 - c) Media Time
 - d) Media Space
13. Series of advertisement messages that share a single idea or theme is
- a) Advertisement Campaign**
 - b) Advertisement Group

- c) Advertisement Cluster
- d) Advertisement Series

14. Point of Purchase Ads is also known as

- a) In-Store Advertising**
- b) Built-in Advertising
- c) Green Advertising
- d) Stock Advertising

15. The specific carrier within a medium is called

- a) Media Carrier
- b) Media Bus
- c) Media Van
- d) Media Vehicle**

16. Which among the following is not a mechanical test?

- a) Psychogalvanometer
- b) Techistoscope
- c) Camera test
- d) Consumer dairy test**

17. A series of actions that media planners take to attain the media objectives

- a) Media Function
- b) Media Strategy**
- c) Media Policy
- d) Media Option

18. The combination of media used for advertising in a target market is

- a) Media Mix**
- b) Market-Media Match
- c) Media Advertising
- d) Media Option

19. Selection of most appropriate cost-effective medium in advertisement is

- a) Media Buying
- b) Media Scheduling
- c) Media Purchasing
- d) Media Selection**

20. Direct mail advertising sends messages through

- a) Audio

- b) Video
- c) Mail**
- d) None of these

UNIT-II

21. Which of the following is more of personal medium of advertisement?

- a) Internet Advertisement
- b) Broadcast Media
- c) Direct Mail Advertising**
- d) Print Media

22. Independent organization of creative people for advertisement and promotional tools are called

- a) Advertisement Makers
- b) Advertisement Creators
- c) Advertisement Developers
- d) Advertisement Agency**

23. Which tool of the promotional mix consists of short-term incentives to encourage the purchase or sale of a product or service?

- a) advertising
- b) public relations
- c) direct marketing
- d) sales promotion**

24. If a company wants to build a good “corporate image,” it will probably use which of the following marketing communications mix tools?

- a) advertising
- b) public relations**
- c) direct marketing
- d) sales promotion

25. _____ is direct communications with carefully targeted individual consumers to obtain an immediate response.

- a) Personal selling
- b) Public relations
- c) Direct marketing**

d) Sales promotion

26. Which of the following promotional forms is often described as being too impersonal and only a one-way communication form?

a) advertising

b) personal selling

c) public relations

d) sales promotion

27. The promotion tool that may include coupons, contests, premiums, and other means of attracting consumer attention is best described as being which of the following?

a) advertising

b) personal selling

c) public relations

d) sales promotion

28. A _____ is a promotion strategy that calls for using the sales force and trade promotion to move the product through channels.

a) push strategy

b) pull strategy

c) blocking strategy

d) integrated strategy

29. Which of the following strategies is usually followed by B2C companies with respect to promotion strategy?

a) Push strategy

b) Pull strategy

c) Blocking strategy

d) Integrated strategy

30. 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

31. Marketing management must make four important decisions when developing an advertising program. All of the following would be among those decisions EXCEPT:

a) Setting advertising objectives.

b) Conducting advertising culture audit

c) Setting the advertising budget.

d) Developing advertising strategy.

32. The first step in developing an advertising program should be to:

a) Set advertising objectives.

b) Set the advertising budget.

c) Evaluate advertising campaigns.

d) Develop advertising strategy.

33. A specific communication task to be accomplished with a specific target audience during a specific period of time is called an:

a) Advertising campaign.

b) Advertising objective.

c) Advertising criterion.

d) Advertising evaluation.

34. Which of the following WOULD NOT be one of the primary advertising objectives as classified by primary purpose?

a) to inform

b) to persuade

c) to remind

d) to make profits

35. _____ is used heavily when introducing a new product category.

a) Persuasive advertising

b) Inferential advertising

c) Reminder advertising

d) Informative advertising

36. Keeping consumers thinking about the product is the objective for which type of advertising?

a) Informative advertising.

b) Psychological advertising.

c) Reminder advertising.

d) Persuasive advertising.

37. Determining the promotion budget on the basis of financial availability of capital is characteristic of which of the following budget methods?

a) Affordable method

- b) percentage-of-sales method
- c) competitive-parity method
- d) objective-end-task method

38. Setting the promotion budget so as to match the budgets of the competitors is characteristic of which of the following budget methods?

- a) Affordable method
- b) Percentage-of-Sales method
- c) competitive-parity method**
- d) Objective-end-task method

39. _____ are vehicles or channels through which the advertising messages are transmitted to target consumers so that the desired action may be induced at the consumer level

- a) advertisement media**
- b) advertisement copy
- c) advertising layout
- d) Teaser advertisements

40. _____ is a plan of presenting the message in a more specific and compact form within the advertising space available to the target consumers

- a) Advertisement media
- b) advertisement copy
- c) advertising layout**
- d) teaser advertisements

41. All of the following methods are used for evaluating advertising effectiveness EXCEPT:

- a) Pre- test
- b) Post- test
- c) Concurrent test
- d) Marginal test**

42. All of the following methods are considered to be concurrent testing methods EXCEPT:

- a) consumer diaries
- b) co-incidental surveys
- c) readability studies**
- d) electronic devices

43. The central theme of an advertisement that motivates the consumer to make a purchase decision is?

- a) Advertising appeal**

- b) Advertisement script
- c) Slogan
- d) Headline

UNIT-III

44. The aggregate of all the factors which arouse the needs of customers and guide them in final selection is called?

- a) Advertising appeal
- b) Advertising media
- c) Advertisement
- d) Buying motive**

45. Which among the following is not an essential of advertising appeal?

- a) It must be conceptually sound
- b) It must be interesting
- c) It must be economical**
- d) It must be complete

46. The type of appeal which is related to a person's psychological and social needs for purchasing products and services?

- a) Rational appeal
- b) Emotional appeal**
- c) Moral appeal
- d) Humour appeal

47. Aishwarya Rai Bachan endorsing L'Oreal is an example of?

- a) Rational appeal
- b) Beauty appeal**
- c) Sex appeal
- d) Emotional appeal

48. The content and context of a message contained in an advertisement is called?

- a) Ad copy**
- b) Script
- c) Body
- d) Advertising appeal

49. An Ad copy which informs the target group the fact that the manufacturer is established enough to give them the right goods is?

- a) **institutional copy**
- b) straight selling copy
- c) educational copy
- d) expository copy

50. Searching and identifying potential buyers for a product is ____

- a) Selling
- b) **Prospecting**
- c) Compelling
- d) Canvassing

51. If a copy tells openly and directly all the features of a product or a service with the help of suitable pictures, photos and diagrams to impress a customer, it is called?

- a) Descriptive copy
- b) Educational copy
- c) Straight selling copy
- d) **Expository copy**

52. An Ad copy that uses the endorsement of a satisfied customer?

- a) comparative copy
- b) reminder copy
- c) expository copy
- d) **testimonial Ad copy**

53. Which among the following is the right sequence of copywriting process?

- a) **planning, research, organisation, writing, checking, proof reading, editing, revision**
- b) research, planning, organisation, writing, checking, proof reading, editing, revision
- c) planning, research, organisation, writing, checking, editing, proof reading, revision
- d) research, planning, organisation, writing, checking, editing, proof reading, revision

54. Consider the following statements: Statement 1: Two major dimensions of advertising are message creation and message dissemination Statement 2: Message creation is meaningful once the advertisement is created.

- a) Both statements are right
- b) Both statements are wrong
- c) **Only Statement 1 is correct**

d) Only statement 2 is correct

55. Consider the following statements: Statement 1: Media planning refers to series of decision involving delivery of messages to the target audience Statement 2: The central theme of media planning is message dissemination.

a) **Both statements are right**

b) Both statements are wrong

c) Only Statement 1 is correct

d) Only statement 2 is correct

56. Consider the following statements: Statement 1: Media planning starts with analysis target audience Statement 2: Media strategy is concerned with the selection of appropriate media

a) Both statements are right

b) **Both statements are wrong**

c) Only Statement 1 is correct

d) Only statement 2 is correct

57. Consider the following statements: Statement 1: Print media is the oldest and basic forms of mass communication. Statement 2: Print media can make a faster delivery than broadcast media

a) Both statements are right

b) Both statements are wrong

c) **Only Statement 1 is correct**

d) Only statement 2 is correct

58. Consider the following statements: Statement 1: Point of purchase advertising refers to advertising at the place and time of purchase Statement 2: It is similar to window dressing.

a) Both statements are right

b) Both statements are wrong

c) **Only Statement 1 is correct**

d) Only statement 2 is correct

59. Which among the following is not a function of ad agency?

a) Conduct market analysis

b) Develop advertising plans

c) **Develop media strategy**

d) Collect feedback from target audience.

60. Which among the following is not an objective of advertising research?

- a) Improve the efficiency of an ad
- b) Develop advertising plans**
- c) Evaluate impact of an ad
- d) To avoid wastage of money

UNIT-IV

61. Consider the following statements: Statement 1: Post testing is an evaluation conducted to know whether a proposed ad campaign is appealing to target group Statement 2: It is also known as copy testing.

- a) Both statements are right
- b) Both statements are wrong**
- c) Only Statement 1 is correct
- d) Only statement 2 is correct

62. Showing the product in a picture as being bigger than it actually is an example of

- a) Deception**
- b) Subliminal Ads
- c) Obscene ads
- d) Challenging

63. _____ is a self-regulatory voluntary organization of the advertising industry

- a) Securities and Exchange Board of India
- b) Reserve Bank of India (RBI)
- c) Medical Council of India
- d) Advertising Standards Council of India (ASCI)**

64. Colgate is offering scholarships worth one lakh rupees to Indian students. This highlights

- a) Advertising clutter
- b) Corporate Social Responsibility**
- c) Advertising revolution
- d) Mass advertising

65. Benetton 'Unhate' ad campaign, featuring world leaders kissing is a case of _____

- a) Subliminal ads**
- b) Misleading
- c) Obscene
- d) Appealing

66. Axe body spray ads are examples of _____
- a) **Obscene advertisements**
 - b) Deception
 - c) Subliminal
 - d) Rational appeal
67. The large volume of advertising in a society is known as _____
- a) **Advertising clutter**
 - b) Deception
 - c) Mass advertising
 - d) Large scale advertising
68. Which one among the following Acts does not contain provisions that regulate advertising in India
- a) The Consumer Protection Act, 1986
 - b) Motor Vehicles Act, 1988
 - c) **The Company Secretaries, Act**
 - d) Prize Competition Act, 1955
69. It is criticized that advertising causes people to give too much importance to _____
- a) Fashion
 - b) **Material goods**
 - c) Cost of product
 - d) Standard of living
70. Advertising is an important source of revenue to _____
- a) Advertisers
 - b) Public
 - c) **Media**
 - d) Government
71. Advertisement aims at _____
- a) Product selling
 - b) Marketing
 - c) Customer relations
 - d) **Mass communication**
72. _____ is directed towards consumers and traders with the intention to increase immediate or short term sales.

- a) Advertising
- b) Direct selling
- c) Sales Promotion**
- d) Publicity

73. The basic objective of push strategy is to encourage the _____

- a) Consumer
- b) middlemen**
- c) Producer
- d) Public

74. A pull sales promotion strategy concentrates on the _____

- a) Consumer**
- b) middlemen
- c) Producer
- d) Sales force

75. The sales promotion strategy which concentrates on the middlemen and consumers is known as _____

- a) Pull Strategy
- b) Combination strategy**
- c) Sale force Strategy
- d) Push Strategy

76. Couponing is an example of _____

- a) Consumer promotion Techniques**
- b) Trader Promotion Techniques
- c) Sales Force Promotion Technique
- d) Dealer Promotion Technique

77. The reduction in the price of a product for a short span of time is known as _____

- a) Rebate
- b) Free Offer
- c) Price off offer**
- d) Trade offer

78. _____ is a non-paid form of promotion

- a) Advertising
- b) Direct Marketing
- c) Sales Promotion

d) Publicity

79. _____ is the oral communication with potential buyers of a product with the intention of making a sale.

a) Personal Selling

b) Direct Marketing

c) Sales Promotion

d) Publicity

80. _____ is the sum total of values, assets and liabilities generated by a branded product over a period of time.

a) Brand loyalty

b) Brand association

c) Brand Equity

d) Brand awareness

81. _____ is a measure of attachment that a consumer has to a brand.

a) Brand loyalty

b) Brand association

c) Brand Equity

d) Brand awareness

82. Communication activities which provide incentives to consumer is known as _____

a) Advertising

b) Direct Marketing

c) Sales Promotion

d) Publicity

83. Merchandise allowance is a _____ technique.

a) Consumer promotion Techniques

b) Trader Promotion Techniques

c) Sales Force Promotion Technique

d) Pull Promotion Technique

UNIT-V

84. The additional amount of money consumers are willing to pay for a brand is known as

a) Brand loyalty

b) Brand association

c) Brand Equity

d) Brand awareness

85. Sales persons who want for the sales to come to them is known as

a) Transactional

b) Closers

c) Relational

d) Consultants

86. The process which consists of six stages; prospecting, preapproach, approach, presentation, close, and follow-up is called the:

a) Product Marketing Process

b) Direct Marketing process

c) Personal selling process

d) Purchase decision process

87. Excuses for NOT making a purchase commitment or decision are called

a) Constraints

b) Interventions

c) Troubles

d) Objections

88. The final stage in the personal sales process is the stage

a) Follow-up

b) Assumptive close

c) Trial Close

d) Presentation

89. AIDA stands for Awareness, _____, Desire and _____.

a) Interest; Action

b) Idea; Approach

c) Intensity; Appeal

d) Involvement; Appeal

90. A consumer contest is an example of _____.

a) Personal Selling

b) Sales Promotion

c) Advertisement

- d) Indirect Selling
91. _____ is an activity
- a) Promotion
 - b) Advertising**
 - c) Marketing
 - d) Presentation
92. The power of advertising is
- a) Persuasion**
 - b) Action
 - c) Process
 - d) None of the above
93. Publicity is an effort to make information to the
- a) Public**
 - b) Individual
 - c) Group
 - d) None of the above
94. Sales promotion has less coverage than
- a) Promoting
 - b) Depromoting
 - c) Advertising**
 - d) Coverage
95. The term public relation is an expression of public
- a) Interest
 - b) Organisation
 - c) Involvement
 - d) Opinion**
96. Advertising is mass communication
- a) Process**
 - b) Progress
 - c) Problem
 - d) None of the above
97. The media carry message from senders to
- a) Publishers
 - b) Audience**

- c) Promoters
- d) Middle man

98. Consumers are keen on getting _____ products at stable prices over a period of time

- a) Quantity
- b) Quality**
- c) Volume
- d) Price

99. Advertising is not only a business activity but also a

- a) Social Process**
- b) Institutional Process
- c) Informal Process
- d) Tangible Process

100. Advertising is multi dimensional and a _____ Mass communication media.

- a) Beneficiary
- b) Conditional
- c) Believable
- d) Powerful**

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K2 QUESTIONS

UNIT-I

1. What is advertising?
2. What is paid form of advertising?
3. What is the scope of advertising?
4. Who are advertisers?
5. Define media?
6. Explain press newspaper trade journal.
7. Define consumer advertising?
8. Explain trade fair.
9. Give the meaning of transportation advertising.
10. What is meant by outdoor advertising.

UNIT-II

11. What do you understand by direct action advertising?
12. How advertising change in motivation?
13. Define advertising agency?
14. What is media buying service?
15. List the types of advertising.
16. What is meant by catch phrases give example?
17. Give slogan for any two products.
18. List the elements of copy writing.
19. What is meant by advertising agency?
20. List the objectives of advertising copy.

UNIT-III

21. Define advertising media
22. What is direct advertising media?
23. Define window display?
24. How distributions of product affect media planning?
25. Define media research?
26. What is meant by advertising layout?
27. List the steps involved in campaign planning.
28. List the functions of layout.
29. What is meant by lithography?
30. Explain campaign advertising.

UNIT-IV

31. What is meant by sales force management?
32. List the importance of sales force management.
33. Define sales force decision.
34. List the training methods for sales force management.
35. What is Quota evaluation?
36. Define recruitment.
37. Define selection.
38. What is meant by compensation?
39. Infer the meaning of incentive.
40. What is meant by motivating salesman controlling?

UNIT-V

41. Define Sales Promotion?
42. Define coupon
43. What is bonus/premium?
44. What do you understand by sales force incentives in sales promotion?
45. what is sales promotion campaign?
46. Discuss the various objectives of advertising.
47. What are the 4 types of promotion?
48. What are the four basic marketing strategies?
49. Define layout.
50. Define recruitment and selection for sales force.

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SECTION – B

UNIT-I

1. Discuss the importance of advertising
2. What do you mean by advertising? Also explain the various objectives of advertising?
3. What are the various forms of media?
4. Discuss the role of advertising in the marketing mix.
5. Advertising is wasteful expenditure for any business. Comment.
6. Explain the various types of advertising.

UNIT-II

7. What is the role of advertising in modern business world?
8. What is advertising agency? How does advertising agency work?
9. Discuss the various types of Ad agencies?
10. Write short notes on: a) Future of an ad-agency b) How agencies are structured?
11. What is advertising Ethics?
12. Explain Agency Compensation?
13. Discuss the headlines and the basis of writing advertising copies them.
14. Describe the various methods of setting advertising budget

UNIT-III

15. How would you design and promote an advertising campaign?
16. Discuss the role of advertising in modern business.
17. Explain Push and Pull promotional strategies.
18. What is advertising? Explain with the help of suitable examples.
19. Advertising is not supposed to increase sales. Discuss the primary and secondary objectives of advertising.

20. Full service advertising agency act as bridge between advertiser and its customers. How are they able to perform the role?
21. TV as advertising media has come up in the last ten years. Print media is still quite popular. Discuss the merits and demerits of electronic and print media and the situations where each should be used. Give details.

UNIT-III

22. Account Executive plays the role of interface between the advertiser and the agency.
23. How do firms decide about the advertising budget?
24. Creativity in advertising comes from realizing the benefits customers would value and proper presentation of the same in an eye-catching manner. Discuss.
25. With global business the order of the day what factors firms and ad agencies should consider in international advertising?
26. Discuss the role of advertising agency in big market players like Coke and Pepsi?
27. Define market segmentation and product life cycle?
28. Write short notes (on any three of the following (a) Target Marketing (b) Sales promotion (c) Direct Marketing (d) Trade Promotions (e) Market Positioning
29. "Internet is the best source of media of New Millennium". Do you agree? Discuss.
30. Creativity in advertising is the ability to produce original ideas. Discuss its importance.

UNIT-IV

31. Discuss the strategy for promotion and advertising for new product launch by any service industry.
32. Event marketing today gives an edge and new direction to companies' to promote their products in market. Discuss
33. When should a company use competitive advertising?
34. Which of the following BEST defines advertising?
35. What are the three types of product advertising?
36. Which of the following statements about television advertising is TRUE?
37. What are sales promotions often combined with to increase effectiveness?
38. "Salesman are Born. They are not made." Discuss.
39. Explain the main elements of personal selling.

40. A marketing manager, in order to maximise the profits of a company, has to make two separate but inter-related decisions

UNIT-V

41. Define the term publicity?

42. What steps you should follow when you are appointed as a sales manager of a manufacturing company?

43. “Advertising is a sheer waste. It misleads customers.” Discuss and comment.

44. Is advertising different from personal selling ?

45. What is ‘public relations’ ? How does it differ from ‘advertising’ ?

46. What is a teaser advertisement?

47. Write a brief note on ‘advertising agency’.

48. Briefly explain the various types of advertising.

49. What is meant by reach, frequency and cost of advertising?

50. Explain “Media Planning” and “Media Scheduling”.

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SECTION – C

UNIT-I

1. Briefly write about “Appeals” in advertisement messages.
2. What are the various types of sales promotion techniques?
3. Explain the parts of an advertisement.
4. Explain the essentials of a good advertising copy.
5. Explain does advertising compliments sales promotion?

UNIT-II

6. Explain the 4 types of promotion?
7. Explain advertising and sales promotion?
8. How can I advertise my online store for free?
9. Will advertising increase sales? Explain How.
10. How are advertising and sales promotions similar?

UNIT-III

11. Explain the 5 types of promotion?
12. What are three sales promotion strategies?
13. Is advertising a form of promotion?
14. What is the difference between sales promotion and promotion of sales?
15. What are the different promotional methods?

UNIT-IV

16. Why do businesses use sales promotions?
17. What is the difference between marketing and promotions?
18. What are the advantages and disadvantages of sales promotion?
19. How successfully sell products online?
20. How can I promote my product?

UNIT-V

21. What are three of the basic pricing strategies, what are examples?

22. What is the difference between strategic plan, tactical plan and operational plan?
23. What is meant by Sales Promotion? Describe briefly various methods of sales promotion?
24. What is the difference between zero based budgeting and activity based budgeting ?
25. Enumerate how essential sales promotion are ?