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**SIDDHARTH INSTITUTE OF ENGINEERING & TECHNOLOGY:: PUTTUR
(AUTONOMOUS)**

**MBA II Year I Semester Supplementary Examinations November- 2020
ADVERTISING AND SALES PROMOTION MANAGEMENT**

Time: 3 hours

Max. Marks: 60

SECTION – A

(Answer all Five Units 5 x 10 = 50 Marks)

UNIT-I

- 1 Define Advertising. What are the different types of organization structures suitable for advertising department? 10M

OR

- 2 a Explain changing concept of advertisement. 5M
b What are the roles and responsibilities of advertising manager? 5M

UNIT-II

- 3 Explain the factors influencing in an advertisement media selection for positioning a new product. 10M

OR

- 4 Describe the various production copy elements of a print advertisement. 10M

UNIT-III

- 5 a What are the post-testing methods of advertising effectiveness? Explain 5M
b What are the different factors influence to decide the size of Ad budget? Discuss 5M

OR

- 6 a What are the experimental designs of advertisement effectiveness? Explain 5M
b What are the different ways of formulating advertising budget? 5M

UNIT-IV

- 7 a Briefly explain the importance of sales promotion. 5M
b What are the promotional tools and techniques suitable for consumable goods? 5M

OR

- 8 What are the objectives of Sales promotion? What are the various promotional tools designed for salesmen. 10M

UNIT-V

- 9 Write short notes on:- 10M
A) Price packs
B) Point of purchase
C) Sales contests
D) Premium
E) Samples

OR

- 10 Explain the concept of premium, price packs, rebates and lottery gift offers with examples. 10M

SECTION – B
(Compulsory Question)

11**1 x 10 = 10 Marks**

In 2015 the marketing manager of ABC limited was worried about the performance of their leading product; “GEMS brand of Jams”. The management was considering whether to change the advertising strategy or not. The market for this brand was declining through overall market for jam was on the increase. Data was gathered and analysed using consumer panels. it was found that major loss was due to consumers shifting to more exotic taste like mango, two-in-one etc. other competitors were supplying substitute for jams like butter, Margarine etc. the marketing manager felt that advertisement failed to communicate the nutrition value. He felt this attribute must be included in the advertisement to be released. The company conducted Focus group interview with customers. Participants were asked to evaluate and suggest alternative, which highlighted the comparison between GEM’s and other jams. The group presented the following alternatives as a advertisement copy a)GEM’S is only jam which contains vitamin that forms an essential part of the diet. b) Your kids made dislike. Free yourself from anxiety by giving them GEM’s. c) ABC limited is a trusted household name the makers of GEMS jam. d) Unlike other substitutes only GEMS is nutritious.

Questions:

- a) Which advertise message do you think is very close to the objectives to be achieved by the company?
- b) Are there any other messages that need to be conveyed to gain the lost market

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