



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

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QUESTION BANK (DESCRIPTIVE)

Subject with Code: Advertising and Sales Promotion Management (20MB9026)

Course & Branch: MBA

Regulation: R20

Year & Sem: II & I-Sem

**UNIT –I
ADVERTISING**

1	a	What are the roles and responsibilities of advertising manager? Explain.	[L2][CO1]	[5M]
	b	Elucidate on how the concept of advertisement has changed from ancient to modern times.	[L3][CO1]	[5M]
2	a	Critically examine the role of advertising in a developing economy like India.	[L4][CO1]	[5M]
	b	Describe the duties and functions of advertising manager.	[L1][CO1]	[5M]
3	a	What do you understand by consumer advertising?	[L1][CO1]	[5M]
	b	Why does corporate advertising so important in every organization?	[L4][CO1]	[5M]
4	a	Discuss the role of advertising in a developing economy.	[L2][CO1]	[5M]
	b	Describe the duties and functions of advertising manager.	[L1][CO1]	[5M]
5	a	What is Advertisement? Is it important to companies?	[L1][CO1]	[5M]
	b	Explain changing concept of advertisement.	[L2][CO1]	[5M]
6		Advertising plays a prominent role among the elements of “marketing mix” – explain the statement.	[L4][CO1]	[10M]
7	a	Give a brief account on different types of advertisements.	[L2][CO1]	[5M]
	b	What is Advertisement? Explain how it is helpful in marketing.	[L1][CO1]	[5M]
8		What are the different types of organization structures suitable for advertising department?	[L2][CO1]	[10M]
9		Write short notes on: a) Consumer b) Retail c) Institutional d) Professional and e) Industrial advertisements.	[L2][CO1]	[10M]
10	a	What is the role of the advertising manager in designing a successful promotion strategy?	[L4][CO1]	[5M]
	b	Define the term advertisement. What is the importance of advertisement in marketing mix?	[L2][CO1]	[5M]

UNIT –II
ORGANISING FOR ADVERTISING

1	a	Relate the importance of Client Agency relationship in advertising. Why is it essential to maintain healthy?	[L4][CO2]	[5M]
	b	How pre-testing and pro-testing of a copy is done? Explain.	[L2][CO2]	[5M]
2	a	Describe the characteristics of advertising media.	[L2][CO2]	[5M]
	b	Explain briefly about print media and broadcast.	[L3][CO2]	[5M]
3	a	Explain the role of print and electronic media in the success of an advertisement.	[L3][CO2]	[5M]
	b	Outline the various visual layouts in advertisement.	[L1][CO2]	[5M]
4	a	Write a detailed note on the effective use of words in advertisement.	[L2][CO2]	[5M]
	b	Discuss the objectives and functions of advertising agencies.	[L1][CO2]	[5M]
5	a	What are the different types of advertising agencies?	[L2][CO3]	[5M]
	b	What are the different types of creative styles used for advertisements to have a lasting impact?	[L2][CO3]	[5M]
6	a	What do you understand by production traffic copy?	[L1][CO3]	[5M]
	b	Write about media selection and its Pros and Cons.	[L2][CO3]	[5M]
7	a	Develop an advertisement visual layout for a product of your choice.	[L4][CO2]	[5M]
	b	Relate the importance of Client Agency relationship in advertising.	[L2][CO2]	[5M]
8	a	Explain the importance of visual layout and art work in the preparation of advertisement.	[L2][CO2]	[5M]
	b	What do you understand by media selection?	[L1][CO2]	[5M]
9	a	What are the various methods of pre-testing and post-copy testing of advertising effectiveness?	[L1][CO2]	[5M]
	b	What are the various tools to measure the effectiveness of advertising? Explain.	[L4][CO3]	[5M]
10	a	Explain the factors influencing in an advertisement media selection for positioning a new product.	[L3][CO2]	[5M]
	b	What are the experimental designs of advertisement effectiveness? Explain each of them in detail.	[L3][CO2]	[5M]

UNIT –III**ADVERTISEMENT BUDGETS AND EFFECTIVENESS**

1	a	What are the different types of advertising budget?	[L2][CO3]	[5M]
	b	Explain how advertising budget models are effective in maintaining optimal expenditure.	[L4][CO3]	
2	a	Explain the objectives and importance of Budgeting.	[L1][CO3]	[5M]
	b	How do you measure the effectiveness of advertising?	[L3][CO3]	[5M]
3	a	What are the different factors that influence in deciding the size of Ad budget? Discuss.	[L1][CO3]	[5M]
	b	Write about the Affordable Method, Competitive parity and its merits and demerits.	[L1][CO3]	[5M]
4	a	Summarize the approaches used in determining advertising budget.	[L3][CO3]	[5M]
	b	Discuss the Pros and Cons in Advertising budgeting method.	[L2][CO3]	[5M]
5	a	What are the post-testing methods of advertising effectiveness? Explain in detail.	[L3][CO3]	[5M]
	b	How pre-testing and pro-testing of a copy is done? Explain.	[L2][CO3]	[5M]
6		What are the different ways of formulating advertising budget? Explain each of them briefly.	[L3][CO3]	[10M]
7	a	What approaches are used in determining advertising budget?	[L3][CO3]	[10M]
	b	Discuss the advantages and limitations of advertising budget .	[L2][CO3]	[5M]
8		What are the experimental designs of advertisement effectiveness? Explain each of them in detail.	[L3][CO3]	[10M]
9	a	What do you understand by Pre-testing, post testing?	[L2][CO3]	[5M]
	b	Write about the market share method and Affordable method and its merits and demerits.	[L1][CO3]	[5M]
10		How do you measure the effectiveness of advertising? Suggest suitable post testing method to measure the effectiveness of an advertisement given for sales promotion campaign.	[L1, L3][CO3]	[10M]

UNIT –IV
ETHICS IN ADVERTISING

1	a	Examine the advertisement of “Santoor soap”. Explain in brief about its ethical aspects.	[L4][CO4]	[5M]
	b	Define advertising. Elaborate on the role of advertising in the market.	[L1][CO4]	[5M]
2	a	What is the Difference Between Unethical & Ethical Advertising?	[L1][CO4]	[5M]
	b	Who determines ethical standards for advertising? Explain.	[L1][CO4]	[5M]
3	a	Write a brief account on the role of ASCI in India.	[L2][CO4]	[10M]
4		What are different ethics in advertising? Who determines the ethical standards for advertising?	[L1][CO4]	[10M]
5	a	Discuss the various forms of ethical violations in advertising.	[L2][CO4]	[5M]
	b	What is the necessity of ethics in advertising? Elaborate.	[L4][CO4]	[5M]
6	a	Give a brief account on stereotyping advertisement with an example.	[L3][CO4]	[15M]
	b	Discuss any evidence you have noticed in advertisement of cultural stereotyping.	[L3][CO4]	[15M]
7		Write short notes on : (a) Cultural sensitivity in advertising (b) Religious sensitivity in advertising (c) Racial sensitivity in advertising	[L1][CO4]	[10M]
8	a	Obscenity in advertising is one form of ethical violation. Substantiate your opinion.	[L5][CO4]	[5M]
	b	Why is Cultural Awareness Important for Branding?	[L2][CO4]	[5M]
9		What are the various fundamental principles given by ASCI and how can they be enforced?	[L4][CO4]	[10M]
10		Write short notes on (a) Misleading advertising (b) Advertising to children (c) Product endorsements.	[L1][CO4]	[10M]

UNIT –V
SALES PROMOTION

1	a	What are the promotional strategies designed for middlemen?	[L1][CO5]	[5M]
	b	Explain the promotion tools of salesmen.	[L3][CO5]	[5M]
2	a	What are the major sales promotional tools of consumer goods? Explain each in detail.	[L4][CO5]	[5M]
	b	How sales promotion campaigns are organized?	[L2][CO5]	[5M]
3	a	Give a brief account on major sales promotional tools offered to middlemen. Explain in detail.	[L1][CO5]	[5M]
	b	Explain about samples and point of purchase.	[L3][CO5]	[5M]
4	a	What major sale promotional tools do you suggest for the sales men of books in the present day scenario?	[L4][CO5]	[5M]
	b	How do you measure the effect of sales promotions?	[L1][CO5]	[5M]
5	a	Explain about lotteries, games of chance and skill and how they are helpful in sales promotion.	[L4][CO5]	[5M]
	b	Highlight the major differences between consumer sales promotion and trade sales promotion.	[L2][CO5]	[5M]
6	a	What are the various promotional tools designed for restaurant business?	[L4][CO5]	[5M]
	b	Write about the convention, conferences and trade shows.	[L2][CO5]	[5M]
7		What are the major sales promotional tools of consumer goods? Explain in detail of each promotional tool.	[L2][CO5]	[10M]
8	a	Write about the displays, demonstrations, exhibitions and fashion shows.	[L1][CO5]	[5M]
	b	Briefly explain the importance of sales promotion.	[L2][CO5]	[5M]
9	a	Explain the premium, price packs, rebates and lottery gift offers.	[L3][CO5]	[5M]
	b	Explain the principles that drive the use of sales promotion.	[L3][CO5]	[5M]
10	a	You are a fashion designer. Suggest what type of sales promotional campaigns are to be organized. Justify your answer.	[L5][CO5]	[5M]
	b	Explain the measurement of impact of sales promotion.-	[L3][CO5]	[5M]

Case study 1**[L4, CO3] 10M**

Marketers are increasingly working with small or specialist agencies to augment, replace or multiply their options. Strawberry Frog's global campaign, „Spark the rise“ for Mahindra & Mahindra and Scarecrow's campaigns for Danone and Nestle are some of the memorable campaigns that were undertaken not by huge ad agencies, but small creative boutiques/hotshops whose founders started out on their own after quitting big agencies.

These creative hot shops are also encouraged by the success of other small agencies such as Taproot India and Creative Land Asia (CLA), as well as an increasing trend among big brands to work with multiple creative agencies, giving smaller agencies a chance to grab big accounts. For example, CLA, a 5-year-old independent agency, has recently rolled out the re-launched avatar of Cinthol, the 60-year-old brand from the Godrej group. Earlier in the year, CLA created a buzz with an integrated campaign – press, television, social media, outdoor, web for luxury carmaker Audi. Law & Kenneth, another agency, handled the rebranding for Hero Moto-Corp after it ended a joint venture with Honda of Japan.

Some experts feel this trend is here to stay. There has also been the trend of project-based mandates to smaller agencies. Increasingly, creative hot shops are sought more for their innovative output and out-of-the-box thinking. Considering the clutter in the marketing space, clients are looking for quick impact, which perhaps a unique project undertaken by a boutique firm can deliver. The market has also changed. A 50-year-old brand cannot depend on the communication strategy it had 30 years ago as consumers and markets are no longer the same.

What matters most for agencies though is delivering results. If the big agencies can break free of their established approaches and provide path-breaking creative ideas, they stand a better chance of retaining their clients, despite the presence of the hot shops, and what's more can offer a wider variety of services under one roof.

Questions:

- a) Do you think this new form of small creative boutique agencies spell a threat for big agencies? Give reasons for your answers.
- b) Since most creative hot shops are small, specialist agencies, how effective do you think they can be coming up with an integrated marketing campaign – one that requires a large range of skills and know how?
- c) Do you think boutique agencies are just about „clutter breaking ideas“? Why do you say this?

Case study 2**[L4, CO3] 10M**

XYZ private limited company is a company that produces electronic products and has an established market presence and high revenue turnover. The company is a vertically integrated company with its own manufacturing units and retail outlets. The management of the company decided to enter into medical equipment manufacturing and sales. Since the healthcare sector is gaining momentum in the recent years and the number of private hospitals for raising day by day. The management decided to supply customized operation theatres product the emerging hospitals. The company decided to organize surgeons' conference as part of its brand development campaign.

Questions:

- a) Discuss the communication strategies required for such new product line.
- b) Discuss the success rate of conference as a communication mechanism.

Case study 3**[L4, CO2] 10M**

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 analyzed 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?

Case study 4**[L5, CO3] 10M**

Many agencies proclaim their ability to provide clients with services that deliver integrated marketing communications. However, some clients question whether agencies can plan campaigns in conjunction with sister agencies and avoid media channel bias. In 2006, Unilever announced that it was to strengthen its in-house communications planning facilities. The aim was to control campaigns that include a variety of communication tools and media. One of the common reasons cited for this type of move is that clients perceive a gap between creative thinking and media management, often due to internal agency structural barriers. Getting group based agencies to work together can be difficult because they each have independent profit centers and as a result want to retain each client's work to reflect their own success. Where integration can be seen to work is within media selection, rather than an overall campaign. A campaign by British Airways designed to encourage customers to use its online check-in service was planned on the basis that digital was to be the key medium. The campaign included television and press, used to drive visits to the British Airways website, plus ATMs, outdoor LCD transvision screens, digital escalator panels and online advertising. Each ad used the tagline 'Have you clicked yet?', designed to provide consistency. The campaign also tapped into specific lifestyle situations where the core message would resonate more strongly. For example, the frustration experienced by people when queuing at railway stations was used to push the message that BA's online check-in could cut out queuing. To do this transvision screens were used to allow people to download information to their mobiles via Bluetooth.

Questions:

- (a) What are the effects on its communications agencies by Unilever's decision to take planning in-house?
- (b) To what extent BA's planning a central aspect of their campaign success?
- (c) With so many different organizations involved in marketing communications, is truly integrated planning possible?.

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