

**VPM's**  
**DR VN BRIMS, Thane**  
**Programme: PGDM (2016-18)**  
**Trimester IV Examination September 2017**

<b>Subject</b>	<b>Advertising and Sales Promotion</b>		
<b>Roll No.</b>		<b>Marks</b>	<b>60 Marks</b>
<b>Total No. of Questions</b>	<b>7</b>	<b>Duration</b>	<b>3 Hours</b>
<b>Total No. of printed pages</b>	<b>2</b>	<b>Date</b>	<b>25.09.2017</b>

**Note: Q1 is compulsory and solve any FOUR from the remaining SIX questions.**

**Q1) Read the caselet and answer the questions below 20 Marks (Compulsory)**

You are a marketing consultant to Herbatron Motors Pvt Limited which has developed a 100 cc bike which runs on biogas fuel. This fuel is eco friendly and has very low emissions and hence is extremely pollution free. It is however not very fuel efficient. The brand name for the bike is "Mukti". Herbatron Motors wishes to enter the rural market with this bike first and if it succeeds in the rural market, only then they will think about entering the urban market. Their first target is the states in North India like Punjab, Haryana, etc.

- (a) Develop an Advertising campaign for this bike. In your campaign, you have to outline the following:
- (i) Design a Print ad with an appropriate slogan and body copy.
  - (ii) What kind of consumer related sales promotions would you carry out?
- (b) How would you design a Social Media campaign for this bike?

**Attempt Any FOUR from the Remaining SIX Questions**

**Q2) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) What are the various bases for market segmentation?
- b) Explain the Communication Process in Advertising and its various components with the help of a diagram
- c) What is Corporate Advertising? What are some of the types of corporate advertising?

**Q3) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) Explain the advantages and disadvantages of Public Relations
- b) Explain how celebrities are used as a Source in Advertisements. What are the risks associated with using celebrities?
- c) Discuss the various components of a print ad

**Q4) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) Write a short note on Clutter in advertising.
- b) Discuss in detail the four means of finding a Major Selling Idea for a product or brand
- c) What are the various Source Attributes and the receiver processing modes for each attribute? Explain with examples

**Q5) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) What are the different kinds of appeals used by advertisers in their messages? Give relevant examples.
- b) Describe the various services provided by a Full Service Agency.
- c) Explain the important factors to be considered in Message Structure.

**Q6) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) What are the various types of Trade allowances offered by manufacturers to wholesalers and retailers?
- b) What are the various methods of Coupon Distribution
- c) What are the various forms of Outdoor Advertising? Discuss the advantages and disadvantages of Outdoor Advertising.

**Q7) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) What are the advantages and disadvantages of using television and radio as media for advertising?
- b) Why is Social Media Marketing so important today?
- c) What is Scheduling in Media Planning? What are the three different methods of Scheduling?