



WEST BENGAL STATE UNIVERSITY

B.A./B.Com. Honours 5th Semester Examination, 2020, held in 2021

ASPADSE01T-ADVERTISEMENT AND SALES PROMOTION (DSE1/2)

Time Allotted: 2 Hours

Full Marks: 50

*The figures in the margin indicate marks of question.
Candidates should answer in their own words and adhere to the word limit as practicable.*

SECTION-A

1. Answer any **five** questions from the following: 2×5 = 10
- (a) What is integrated marketing communication?
 - (b) What do you mean by coordinating media?
 - (c) Define Integrated Marketing Communication Process.
 - (d) What are the sources of marketing communication process?
 - (e) Write two functions of product in marketing communication process.
 - (f) What is brand equity in marketing communication process?
 - (g) What is the role of Price in IMC?
 - (h) What is the role of promotion cues in IMC?
 - (i) Write two functions of price in marketing communication process.
 - (j) Write two functions of place in marketing communication process.
 - (k) Define the term 'product life cycle'.
 - (l) How do you define growth stage in PLC in IMC?
 - (m) What do you mean by decline stage in PLC in IMC?
 - (n) Give an example of product cues in IMC.
 - (o) Give an example of price cues in IMC.

SECTION-B

2. Answer any **four** questions from the following: 5×4 = 20
- (a) State the elements of marketing communication mix.
 - (b) Explain the role of marketing communications.
 - (c) How marketers determine marketing communication objectives?
 - (d) How a marketer selects marketing communication channel?
 - (e) How a marketer implements its IMC process?

- (f) Which factors to be considered for setting the IMC mix?
- (g) Which strategies to be adopted for the development of PLC in IMC?
- (h) Which types of pricing cues to be considered for IMC?
- (i) Which factors to be considered for the promotion of IMC?
- (j) Which types of channel of distribution are adopted in IMC?
- (k) Can new product development process influence product strategies of IMC? Explain it.
- (l) What are the pros and cons of the IMC?

SECTION-C

3. Answer any *two* questions from the following: 10×2 = 20
- (a) Enunciate the Product Life Cycle in IMC.
 - (b) Give a picture about how a marketer develops its IMC Programme.
 - (c) Briefly explain the various steps of developing the effectiveness of IMC.
 - (d) Describe in brief the marketing communication process models.
 - (e) Elaborate the promotional strategies to be adopted for IMC.
 - (f) Describe the marketing communication channel in IMC.

N.B. : *Students have to complete submission of their Answer Scripts through E-mail / Whatsapp to their own respective colleges on the same day / date of examination within 1 hour after end of exam. University / College authorities will not be held responsible for wrong submission (at in proper address). Students are strongly advised not to submit multiple copies of the same answer script.*

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