

JK Lakshmipat University Jaipur
INSTITUTE OF MANAGEMENT

End Term Examination, May 2022
BBA, Semester IV, 2021-22

Roll No.....

MA1102: Advertising and Sales Management

Time: 2 hours

Max. Marks: 40

Instructions to students:

1. Do not write anything other than your roll number on question paper.
 2. Attempt all questions. All questions carry equal marks.
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- Q.1 Integrated Marketing Communication is just another way to say, "Keep everyone informed about what is going on". Explain with suitable example/s. 10.0
(LO1, 2)

OR

Design promotion mix for following products/ services 10.0
(LO2)

- (i) Automobile tires
- (ii) College education
- (iii) Frozen food
- (iv) A fast-food restaurant

- Q.2 "You can eliminate middlemen, but you cannot eliminate essential distribution activities". Discuss how this statement is supported or refuted by vertical marketing systems. 10.0
(LO3)

OR

Write a list that categorizes the media. Define advantages and disadvantage of each one. Find a media vehicle to represent each type of media. 10.0
(LO2)

- Q.3 "Direct marketing is the most efficient form of retailing because it eliminates wholesalers and retail stores". Do you agree or disagree? Justify your agreement/ disagreement. 10.0
(LO1, 3)

OR

"A firm's only responsibility to society is to earn a fair profit". Do you agree/ disagree? Justify your agreement/ disagreement. 10.0
(LO4)

- Q.4 (a) You are a new salesperson for a well-known medical software company, and one of your clients is a large group of physicians. You have just arranged an initial meeting with the office manager. Develop a list of questions you might ask at this meeting to uncover the group's specific needs. 10.0
(LO1)
- (b) Consider each step in the selling process. Which steps could be conducted through technology (Internet, webinars, etc.)? Which are most important to be handled "face-to-face"?

OR

Identify three companies, A, B and C, that build customer value through product excellence, operational excellence, and customer excellence respectively. Justify your choice through appropriate reasoning. 10.0
(LO4)