



JK LakshmiPat University
Institute of Management
Jaipur
END TERM EXAMINATION, 2019

BBA/ B.Com (H), Sem-IV (Backlog)
MM: 40 Marks

Course: Advertising & Sales Management
Time: 2 Hours
Subject code: MK09

Instructions: Attempt any four questions.

Q.1 "Sustainable marketing is the essence of modern marketing". Explain this statement with suitable example. (10 Marks)

Q.2 What sales promotion strategy would you recommend in the following situations? Give justification for your answer.

- (a) A hospital
- (ii) A restaurant
- (iii) Any brand of your choice
- (iv) Launch of new brand in the oral care category (10 Marks)

Q.3 (a) Advertising is done to achieve some objectives. Explain various advertising objectives with the help of examples. (5 Marks)

(b) Find out examples of brands that use emotional appeals (at least four brands). (5 Marks)

Q.4 Name and describe major forms of direct marketing. (10 Marks)

Q.5 A diversified consumer product company wishes to develop a distribution channel for its range of designer garments and accessories. If you were the manager, what factors will you consider in developing the distribution channel? What factors will you consider to assess an intermediary? (10 Marks)