

Jamia Hamdard
School of Management and Business Studies
Department of Management
Even Semester Examination - August 2023
BBA-IV- Semester
BBA –F-16
Marketing Management -II

Roll No...

Duration: 3 Hour

Max.Marks -75

Section A - Short Answer

(5X6=30)

Note: Attempt any Six Questions, All questions carry equal marks

Q1: Who are the carrying and forwarding agents?

Q2: Which is the most important element of sales promotion? Explain the factors affecting the choice of promotion mix.

Q3: Enlist the different purposes of promotion.

Q4: Discuss the three main types of distribution strategies.

Q5: Explain the meaning of indirect channels with respect to distribution.

Q6: Elaborate upon the role of trade fairs and exhibitions as one of the important tools of sales promotion

Q7: Elucidate upon different types of appeals used in Indian Advertising.

Q8: What do you understand by Visual Merchandising and Displays? Is it part of Sales promotion?

Q9: Discuss three important types of retail formats prevalent in India.

Section B-Long Answer

(15X3=45)

Note: Attempt any Three Questions; All questions carry equal marks

Q1: Design a marketing mix program for a brand of stationery. The segments it needs to cover are school children, students (fine arts & architecture), and others. What variables will be different and why?

Q2: What do you understand by publicity? Explain and exemplify how the internet can be used for publicity.

Q3: What is the role of Media Planning in designing an advertising campaign? Explain the terms reach, frequency, and coverage.

Q4: List the factors important in designing the “trade-promotion mix”. Explain each factor with an example.

Q5: Discuss the concept of puffery in advertising and communication. Explain it through three different examples /recent advertisements. What are the different values that need to be communicated to the consumers?

Q6: In today’s age of the internet and digital platforms, discuss the role of digital media as an alternative to traditional advertising. Discuss its pros and cons.
