UNIVERSITY OF NORTH BENGAL

B.VOC. 3rd Semester Examination, 2020

3.2-RETAIL MANAGEMENT

ADVERTISING AND SALES PROMOTION

Full Marks: 60

ASSIGNMENT

The figures in the margin indicate full marks.

Answer any *two* questions from the following
30×2 = 60

1. Define Advertising. What are the various forms of advertisements you can use for marketing and sales promotion of retail products. Illustrate your answer with examples from at least three retail products.   30

2. Explain in detail the AIDA model and state how this model can be applied to marketing planning. What techniques are usually applied to create awareness and secure 'desire' as specified in this model. Illustrate your assignment with relevant example.   30

3. What are the factor governing the choice of media for advertising products. In this context illustrate with examples as to how media planners can maximize Impact per Exposure and what are the pros and cons of Radio and Podcast advertising.   30

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