

TYBMM sem VI Reg & A.T.K-T Exam April - 2018
Advertising - The principles and practice of
Direct marketing 21/5/18

Q.P.Code:34048



Time - 2.30 hours

Total Marks: 75

N.B

1. All questions are compulsory
2. Give suitable examples and diagrams /figures where necessary
3. Use of simple calculator is permitted
4. All questions carry equal marks

Q1. Prepare a Direct Marketing plan for ANY ONE

(15)

a. Tea Cafe

OR

b. Bags

Keeping in mind the following

1. Product offering
2. Lead generation
3. Database development
4. Methodology/Channels used (e.g. Mailers, Sampling, DRTV etc.)

Q2.a. Calculate the Life Time Value for Mr. Jack & Jones as on March 2013 from the following given data

(15)

Particulars	2012	2013	2014	2015	2016
Sales	18,500	43,000	50,000	82,500	99,000
Referrals	2,500	3,000	8,500	11,500	13,300
Indirect cost	2,500	6,500	6,200	9,400	10,400
Direct Mailer	2,400	4,100	6,600	11,900	15,000
Telemarketing	3,000	4,000	7,000	19,000	20,000

- Note: 1. All Figures in the table are in Rupees
2. Discount is 10%

OR

Q2. b. Write a note on Scope of telemarketing

(08)

Q2.c. Explain LTV and its uses

(07)

Q3. Answer the following

- a. Database management plays a crucial role for marketers. Explain the advantages and disadvantages of a bureau. (08)
- b. Highlight the various reasons for the growth of direct marketing? (07)

OR

- c. What are the various methods or techniques of direct marketing? (08)
- d. Distinguish between Mass Marketing versus Direct Marketing with examples? (07)

Q4. Answer the following

- a. What are catalogues? Explain the different types of catalogues. (08)
- b. Explain Relationship Marketing. What are the Characteristics of Relationship Marketing? (07)

OR

- c. What are lists? Explain various types of list. (08)
- d. Discuss the importance of market segmentation in Direct marketing (07)

Q5. Write short note on (ANY THREE) (15)

- a. Trade fair & Exhibitions
- b. Acquisition cost & Brokerage commission
- c. Customer Relationship Management (CRM).
- d. Types of approaches
- e. Cross selling and Up selling
