

TY BMM

20/4/2016

Sem-VI

Advertising: The Prin. & Practice  
of Direct Marketing

QP Code : 25838

Time - 2 hours

Total Marks: 50

N.B

- 1) Question no 1 are compulsory
- 2) Answer ANY THREE QUESTIONS from no 2 - 5
- 3) Give suitable examples and diagrams /figures where necessary
- 4) Use of simple calculator is permitted

Q1 Prepare a direct marketing plan for any one:-

Perfume

OR

Online grocery

Keeping in mind the following:-

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

Q2a) Calculate the lifetime value of the given of Mr Singh on 2010 (12)

	2010	2011	2012	2013	2014
Sales	6,000	12,000	20,000	30,000	50,000
Referrals	-----	2,000	4000	4000	6000
Telemarketing	4,000	6,000	8000	10000	10000
Bad debts	-----		2000	1000	500

Note : Discount rate is

All the figures are in Rupees.

OR

Q2b) What is direct marketing? Explain the advantages and disadvantages of Direct marketing? (12)

TURN OVER

KX-Con. 5119-16.

Q3) Answer ANY THREE of the following

- A) Explain the three approaches to direct marketing
- B) Write a detailed note on LTV
- C) What are the characteristics of CRM
- D) Distinguish between direct marketing and Mass marketing

Q4) Answer ANY THREE of the following

- A) Explain the importance of database in marketing
- B) Future of direct marketing
- C) What are the types of catalogues ?
- D) Discuss the benefits of CRM

Q5) Attempt ANY SIX of the following

- a) Merge- Purge
- b) Response list
- c) Inserts
- d) RFM
- e) Infomercials
- f) Up selling
- g) Data enhancement
- h) Acquisition cost
- i) Lead qualification