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**PRESIDENCY
UNIVERSITY
BENGALURU**

School of Management

Mid - Term Examinations - November 2024

Semester: V

Date: 06-11-2024

Course Code: BBA3025

Time: 02.00pm - 03.30pm

Course Name: Advertising and Sales Promotion

Max Marks: 50

Program: BBA

Weightage: 25%

Instructions:

(i) Read all questions carefully and answer accordingly.

(ii) Do not write anything on the question paper other than roll number.

Part A

Answer ALL the Questions. Each question carries 2marks.

2Mx5Q=10M

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|---|--|---------|---|-----|
| 1 | Summarize the objectives of advertising. | 2 Marks | R | CO1 |
| 2 | Illustrate the 5Ms of advertising management. | 2 Marks | R | CO1 |
| 3 | Outline the functions of advertising agencies. | 2 Marks | R | CO1 |
| 4 | Mention two key considerations in message design. | 2 Marks | R | CO2 |
| 5 | List the three main types of message strategies in advertising | 2 Marks | R | CO2 |

Part B

Answer ALL Questions. Each question carries 10 marks.

4QX10M=40M

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| 6 | You are the marketing manager for a ride hailing service –‘Uber’ that is about to launch a bike taxi as a new option. To ensure the success of the advertising campaign, you need to effectively apply the 5 Ms of advertising. Based on this scenario, explain how you would utilize each of the 5 Ms of advertising to create a successful campaign for your new bike taxi. | 10 Marks | U | CO1 |
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Or

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| 7 | “The role of promotion in the marketing mix is crucial for driving awareness, generating interest, and ultimately influencing consumer purchasing decisions”. Discuss the various functions of promotion within the marketing mix. | 10 Marks | U | CO1 |
|---|--|----------|---|-----|

8 Advertising management involves a complex network of institutions that play vital roles in the development, execution, and evaluation of advertising campaigns. Discuss the major institutions involved in advertising management with relevant examples. 10 Marks U CO2

Or

9 Imagine you are the creative manager for an advertising agency tasked with developing a campaign for a new electric bike brand- 'Revolt'. Based on this scenario, critically evaluate the various creative process model to develop an impactful advertising campaign for the electric bike brand. 10 Marks U CO2

10 Assume you are the marketing manager for an online fashion brand 'Myntra' that specializes in clothing and accessories. You need to hire an advertising agency that can help you execute the campaign effectively. Based on this scenario, discuss the key factors you would consider when choosing an advertising agency to lead your brand's campaign. 10 Marks U CO1

Or

11 "The relationship between advertisers and advertising agencies is critical for the success of any marketing campaign". Examine the different types of advertising agencies. 10 Marks U CO1

12 Discuss the similarities and differences between the Five-Stage and Six-Stage models in understanding consumer decision processes. 10 Marks U CO2

Or

13 Choose a recent advertising campaign and analyze the types of appeals used. How effective were these appeals in reaching the target audience? What could have been improved? 10 Marks U CO2