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**PRESIDENCY UNIVERSITY**

**Bengaluru**

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| **End - Term Examinations – JANUARY 2025** |
| **Date:** 13 – 01- 2025 **Time:** 09:30 am – 12:30 pm |

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| **School:** SOC | **Program:** BBA | |
| **Course Code:** BBA3025 | **Course Name:** Advertising and sales promotion | |
| **Semester**: V | **Max Marks**: 100 | **Weightage**: 50% |

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| **CO – Levels** | **CO1** | **CO2** | **CO3** | **CO4** |
| **Marks** | **28** | **28** | **18** | **26** |

**Instructions:**

1. *Read all questions carefully and answer accordingly.*
2. *Do not write anything on the question paper other than roll number.*

**Part A**

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| **Answer ALL the Questions. Each question carries 2 marks. (10Q x 2M = 20M)** | **Bloom's Level** | **CO** |

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| **1** | Define advertising. | **2 Marks** | **Remember** | **CO1** |
| **2** | List the functions of advertising agencies. | **2 Marks** | **Remember** | **CO1** |
| **3** | Classify the types of advertising agencies. | **2 Marks** | **Understand** | **CO1** |
| **4** | Outline the three key persuasive strategies in message design. | **2 Marks** | **Understand** | **CO2** |
| **5** | Summarize the SMART framework in advertising. | **2 Marks** | **Understand** | **CO2** |
| **6** | List the types of advertising appeals. | **2 Marks** | **Remember** | **CO2** |
| **7** | Differentiate ROI and ROAS. | **2 Marks** | **Understand** | **CO3** |
| **8** | Illustrate types of media channels available to advertisers. | **2 Marks** | **Understand** | **CO3** |
| **9** | Summarize the types of sales promotion. | **2 Marks** | **Understand** | **CO4** |
| **10** | Outline the examples of trade promotion tools. | **2 Marks** | **Understand** | **CO4** |

**Part B**

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| **Answer ALL the Questions. Each question carries 7 marks. (5Q x 7M = 35M)** | | | **Bloom's Level** | **CO** |
| **11** | “The relationship between advertisers and advertising agencies is critical for the success of any marketing campaign”. Examine the different types of advertising agencies. | **7 Marks** | **Analyze** | **CO1** |
|  | **Or** | | | |
| **12** | 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. | **7 Marks** | **Evaluate** | **CO1** |

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| **13** | Discuss the similarities and differences between the Five-Stage and Six-Stage models in understanding consumer decision processes. | **7 Marks** | **Create** | **CO2** |
|  | **Or** | | | |
| **14** | Advertising appeals play a critical role in capturing consumer attention and influencing purchasing decisions. Discuss the various types of advertising appeals with suitable examples. | **7 Marks** | **Create** | **CO2** |

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| **15** | Analyze a recent advertising campaign of your choice. Identify the primary message strategy used. Justify your answer with specific examples from the campaign. | **7 Marks** | **Analyze** | **CO3** |
|  | **Or** | | | |
| **16** | Elaborate the Media Buying Process and its key steps with relevant examples. Explain how effective media buying contributes to the success of an advertising campaign. | **7 Marks** | **Create** | **CO3** |

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| **17** | Explore the future of advertising in the context of evolving consumer behavior and technological advancements. | **7 Marks** | **Evaluate** | **CO3** |
|  | **Or** | | | |
| **18** | Explain the following media terms: Reach, frequency, CTR, and GRP. | **7 Marks** | **Evaluate** | **CO3** |

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| **19** | Explain the steps involved in organizing a sales promotion campaign. | **7 Marks** | **Evaluate** | **CO4** |
|  | **Or** | | | |
| **20** | Evaluate the various techniques of Consumer Sales Promotion with relevant real-world examples. | **7 Marks** | **Evaluate** | **CO4** |

**Part C**

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| **Answer Any THREE Questions. Each question carries 15 marks. (3Q x 15M = 45M)** | **Bloom's Level** | **CO** |

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| **21** | 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. | **15 Marks** | **Create** | **CO1** |
| **22** | Assume you are the marketing manager for a cutting-edge audio technology company that is about to launch a revolutionary new wireless noise-canceling headphone called “Noise.” Based on this scenario, assume the stages in the DAGMAR model and explain how you would prioritize the objectives of your advertising campaign for the launch of ‘Noise’. | **15 Marks** | **Create** | **CO2** |
| **23** | Explain the Parts of a Media Plan and the key elements of Media Planning. Provide examples to highlight their importance in an advertising campaign. | **15 Marks** | **Evaluate** | **CO4** |
| **24** | A company is launching a new product. Develop a brief plan outlining how they could use a combination of consumer and trade sales promotion tools to generate initial demand. | **15 Marks** | **Apply** | **CO4** |