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PRESIDENCY UNIVERSITY

BENGALURU

Mid - Term Examinations – October 2025

Date: 07-10-2025

Time: 11.45am to 01.15pm

School: SOC/SOM-UG	Program: BBA Aviation Management	
Course Code: BBA3025	Course Name: Advertisement and Sales Promotion	
Semester: V	Max Marks: 50	Weightage: 25%

CO - Levels	C01	C02	C03	C04	C05
Marks	26	24	-	-	-

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 2 marks.

5Q x 2M=10M

1	When is persuasive advertising needed?	2 Marks	L1	CO1
2	Define advertising.	2 Marks	L1	CO1
3	List any two functions of advertising agency.	2 Marks	L1	CO1
4	Mention any two criteria used in measuring advertising effectiveness.	2 Marks	L1	CO2
5	What is conative strategy in advertising messages?	2 Marks	L1	CO2

Part B

Answer ALL the Questions. Each question carries 10 marks.

4Q x 10M=40M

6.	Explain the difference between advertisers and advertising agencies, and describe the different types of advertising agencies.	10 Marks	L2	CO1
Or				
7.	What is the role of advertising in the marketing mix and positioning.	10 Marks	L1	CO1
8. Discuss the meaning of advertising and analyze its framework in the				
		10 Marks	L1	CO1

	context of modern marketing.		2	1
Or				
9.	How does advertising persuade the buyer? Give suitable examples.	10 Marks	L1	CO 1

10.	Explain the role of customer insight and research in setting advertising objectives.	10 Marks	L2	CO 2
Or				
11.	What are the different methods of measuring advertising effectiveness?	10 Marks	L1	CO 2

12.	Define message theme and discuss the major considerations in message design.	10 Marks	L1	CO 2
Or				
13.	Discuss the importance of setting advertising objectives and how they guide the overall campaign.	10 Marks	L1	CO 2