



PRESIDENCY UNIVERSITY

BENGALURU

Roll No.															
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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	C01
2	Define advertising.	2 Marks	L1	C01
3	List any two functions of advertising agency.	2 Marks	L1	C01
4	Mention any two criteria used in measuring advertising effectiveness.	2 Marks	L1	C02
5	What is conative strategy in advertising messages?	2 Marks	L1	C02

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	CO 1
Or				
7.	What is the role of advertising in the marketing mix and positioning.	10 Marks	L1	CO 1
8.	Discuss the meaning of advertising and analyze its framework in the	10 Marks	L1	CO

	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