



PRESIDENCY UNIVERSITY

BENGALURU

Roll No.																			
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End - Term Examinations – December 2025

Date: 08-12- 2025

Time: 01:00pm – 04:00pm

School: SOC / SOM (UG)	Program: BBA Aviation Management		
Course Code: BBA3025	Course Name: Advertisement and Sales Promotion		
Semester: V	Max Marks: 100	Weightage: 50%	

CO - Levels	C01	C02	C03	C04
Marks	26	26	20	28

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.

10Q x 2M=20M

1.	State the purpose of using informing ads.	2 Marks	L1	C01
2.	Recall any two goals of advertising	2 Marks	L1	C01
3.	Recognize the two categories of affective message strategy?	2 Marks	L1	C02
4.	Define any two types of emotional appeals.	2 Marks	L2	C02
5.	Identify the meaning of advergaming ads? Give example.	2 Marks	L1	C03
6.	State the inference/s that can be drawn from a high ad <i>bounce rate</i> .	2 Marks	L2	C03
7.	How to calculate <i>click through rate</i> in ads?	2 Marks	L2	C03
8.	State the objective of point of purchase displays.	2 Marks	L1	C04
9.	Explain the working of loyalty programs?	2 Marks	L2	C04
10.	Identify any two limitations of sales promotion.	2 Marks	L2	C04

Part B

Answer ALL the Questions. Each question carries 7 marks.

5Q x 7M = 35M

11.	List the steps involved in the advertising process.	07 Marks	L1	C01
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Or				
12.	Define advertising and state its role in serving society.	07 Marks	L1	C01

13.	Explain the DAGMAR model in detail.	07 Marks	L2	C02
Or				
14.	Outline the different kinds of rational appeals used in advertising along with examples.	07 Marks	L2	C02

15.	Define media planning. Explain the key elements of media planning.	07 Marks	L2	C03
Or				
16.	Explain the concept of media effectiveness and describe the key metrics used to measure it.	07 Marks	L2	C03

17.	How can media effectiveness and ROI be enhanced?	07 Marks	L1	C03
Or				
18.	Define ROI in advertising and explain the various metrics used to calculate ROI?	07 Marks	L2	C03

19.	Identify and explain any two risks of overusing sales promotions.	07 Marks	L2	C04
Or				
20.	Explain the main steps in organizing a sales promotion campaign.	07 Marks	L2	C04

Part C

Answer any three Questions. Each question carries 15marks

3Q x 15M=45M

21.	Define advertising and explain the different functions of advertising in detail.	15 Marks	L1	C01
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22.	Explain the concepts of message strategy, message theme, message design, and advertising appeals in advertising with suitable examples.	15 Marks	L2	C02
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23.	<p>The following media trends in advertising are shaping the industry:</p> <ul style="list-style-type: none"> • Rise of Programmatic Advertising • Growth of Video Advertising • Shift to Mobile-First Advertising • Personalized Advertising • Advergame Ads <p>Explain how.</p>	15 Marks	L2	C03
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24.	Explain the concepts of media effectiveness and ROI. Describe the key metrics used to measure both media effectiveness and ROI.	15 Marks	L2	C03
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25.	Apply your understanding of sales promotion by suggesting and explaining any three techniques that a company can use to improve short-term sales, giving suitable examples for each.	15 Marks	L3	C04
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