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Mid Term Examinations - October 2026

Date: 05/10/2026 **Time:** 09:30 AM - 11:00 AM

Course Code: BBA3025 **Course Name:** Advertisement and Sales Promotion

Semester: Fifth Semester **Max. Marks:** 50 **Weightage:** 50%

CO - Levels	CO1	CO2
Marks	92	88

PART A: Answer Following Questions. 10 M

Q.N.	Questions	M	CO	BT
1	Explain the meaning of advertising and its basic framework.	2	CO1	BT2
2	Illustrate the role of advertising in the marketing mix.	2	CO1	BT2
3	Outline the major factors involved in choosing an advertising agency	2	CO1	BT2
4	Illustrate the creative process and major methods used in advertising.	2	CO2	BT2
5	Classify the major advertising message strategies: cognitive, affective, conative, and brand strategies.	2	CO2	BT2

PART B : Answer Any 1 Following Questions. 10 M

Q.N.	Questions	M	CO	BT
6	During a marketing campaign, consumers are first informed about a new product and then encouraged to consider purchasing it. Explain how advertising works as a communication process in this situation.	10	CO1	BT2
7	A new consumer electronics company wants to appoint an advertising agency for its upcoming campaign. It is considering the agency's experience, creativity, reputation, and cost. Outline the major factors the company should consider when choosing an advertising agency.	10	CO1	BT2

PART C: Answer Any 1 Following Questions. 10 M

Q.N.	Questions	M	CO	BT
8	A college student sees repeated advertisements for a new smartphone and becomes aware of its features and benefits. Illustrate the importance of advertising in influencing consumer awareness.	10	CO1	BT2
9	While preparing a marketing plan, the promotion team decides to use advertising along with product, pricing, and distribution strategies. Relate advertising to the marketing mix in this situation.	10	CO1	BT2

PART D: Answer Any 1 Following Questions. 10 M

Q.N.	Questions	M	CO	BT
10	One advertisement highlights product quality and price, while another uses friendship, happiness, and lifestyle imagery. Classify the advertising approaches used in these messages.	10	CO2	BT2

11	After seeing an advertisement several times, consumers first recognize the product, understand its benefits, develop confidence, and finally decide to act. Explain the DAGMAR approach using this situation.	10	CO2	BT2

PART E: Answer Any 1 Following Questions. 10 M				
Q.N.	**Questions**	**M**	**CO**	**BT**
12	While developing an advertisement, the creative team generates several ideas, evaluates them, selects one concept, and develops the final message. Outline the major stages of the creative process.	10	CO2	BT2
13	An advertisement ends with “Order Now” and offers a limited-time discount to encourage immediate customer response. Explain how the conative message strategy is reflected in this advertisement.	10	CO2	BT2