

Roll No



**PRESIDENCY UNIVERSITY  
BENGALURU**

**SET B**

**SCHOOL OF MANAGEMENT  
END TERM EXAMINATION - JAN 2024**

**Semester :** Semester V - 2021

**Course Code :** BBA3025

**Course Name :** Advertisement and Sales Promotion

**Program :** BBA

**Date :** 09-JAN-2024

**Time :** 1:00 PM - 4:00 PM

**Max Marks :** 100

**Weightage :** 50%

**Instructions:**

- (i) Read all questions carefully and answer accordingly.
- (ii) Question paper consists of 3 parts.
- (iii) Scientific and non-programmable calculator are permitted.
- (iv) Do not write any information on the question paper other than Roll Number.

**PART A**

**ANSWER ALL THE QUESTIONS**

**5 X 2M = 10M**

1. Who created a 4Ps of Marketing?  
(CO1) [Knowledge]
2. Examine the needs of consumer research in Advertising.  
(CO2) [Knowledge]
3. Enumerate Big Idea in Advertising.  
(CO3) [Knowledge]
4. Describe the rule of three headlines in advertising with example.  
(CO3) [Knowledge]
5. Recall Sales Promotion.  
(CO4) [Knowledge]

**PART B**

**ANSWER ALL THE QUESTIONS**

**5 X 10M = 50M**

6. Describe the Importance of Advertising in Marketing  
(CO1) [Comprehension]
7. Elaborate DAGMAR approach.  
(CO2) [Comprehension]
8. Explain the steps involved in preparing TV Advertisement.  
(CO3) [Comprehension]

9. Describe the types of scheduling patterns of TV advertisements.

(CO3) [Comprehension]

10. Explain the Objectives of Consumer Sales Promotion.

(CO4) [Comprehension]

### **PART C**

#### **ANSWER ALL THE QUESTIONS**

**2 X 20M = 40M**

11. Explore the steps involved in Media Planning.

(CO1,CO2) [Application]

12. King India Limited, has a product portfolio of perfumes among other beauty care products. It has introduced a perfume, in its international markets including India, under the brand name SK, named after the charismatic celebrity Salman Khan. The Company is trying to segment the market based on gender and has decided to launch two types of SK. The perfume therefore is available in two variants, Silver for men and Gold for Women. The Perfumes are placed at Rs.500 for a 100ml pump spray bottle. The strategy may be to capture a large number of consumers who are oriented toward film celebrities.

You are required to :

a. Analyze the decision of the company to brand the perfumes after SK Form advertising perspective would the decision be beneficial?

b. Develop a media Strategy for the launch of the perfume

(CO4,CO3) [Application]