

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

**SCHOOL OF MANAGEMENT
MID TERM EXAMINATION - NOV 2023**

Semester : Semester V - 2021

Course Code : BBA3025

Course Name : Sem V - BBA3025 - Advertisement and Sales Promotion

Program : BBA

Date : 3-NOV 2023

Time : 9:30AM - 11:00AM

Max Marks : 50

Weightage : 25%

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 2 = 10M)

1. Define advertising. (CO1) [Knowledge]
2. Recall the aim of an advertising agency. (CO1) [Knowledge]
3. Describe the need for advertisement. (CO1) [Knowledge]
4. Describe DAGMAR Approach (CO2) [Knowledge]
5. State any two objectives of advertising. (CO2) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

(2 X 10 = 20M)

6. Discuss the DAGMAR model and its applicability in defining advertising objectives. (CO1) [Application]
7. Enumerate the Importance of Marketing Mix on Advertising. (CO2) [Application]

PART C

ANSWER THE FOLLOWING QUESTION

(1 X 20 = 20M)

8. In 2022, the marketing manager of Vijay Ltd. was worried about the performance of their leading product; "GEMS brand of Jams". The management was considering whether to change the advertising strategy or not. The market for this brand was declining through overall market for Jam was on the increase. Data was gathered and analyzed using consumer panels. It was found that the major loss was due to consumers shifting to more exotic tastes like mango, two-in-one, etc. Other competitors were supplying substitutes for Jams like butter, margarine, etc. The marketing manager felt that the advertisement failed to communicate the nutritional value. He felt this attribute must be included in the advertisement to be released. The company conducted focus group interviews with customers. Participants were asked to evaluate and suggest alternatives, which highlighted the comparison between GEMS and other Jams. The group presented the following alternatives as the advertisement copy: (i) GEMS is the only Jam that contains vitamin that forms an essential part of the diet. (ii) Your kids may dislike fruit. Free yourself from anxiety by giving them GEMS. (iii) ABC Ltd. is a trusted household name for the makers of GEMS Jam. (iv) Unlike other substitutes only GEMS is nutritious.

Questions:

- (a) Which advertising message do you think is very close to the objectives to be achieved by the company?
(b) Are there any other messages that need to be conveyed to gain the lost market?

(CO1,CO2) [Application]