|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Roll No |  |  |  |  |  |  |  |  |  |  |  |  |

****

**Presidency University**

**Bengaluru**

**SCHOOL OF COMMERCE**

**Summer Term End Term Examinations, August 2024**

**Winter Semester**: 2023 - 24

**Course Code**: BBA 3025

**Course Name**: Advertisement and Sales Promotion

**Program & Sem**: Summer Term

**Date**: 5/ August / 2024

**Time**: 1.00pm – 4.00 pm

**Max Marks**: 100

**Weightage**: 50%

**Instructions:**

1. *Read the all questions carefully and answer accordingly.*
2. *Question paper consists of three parts.*
3. *Scientific and Non Programable Calculators are Permitted.*
4. *Do not write any information on the question paper other than roll number.*

**Part A**

**Answer any FIVE Questions. (5 Q x 2 M = 10 M)**

1. Explain the term Brand. (C.O.No.1-5) [Comprehension]

2. Define Copywriting. (C.O.No.1-5) [Knowledge]

3. Explain the Visuals in Advertising. (C.O.No.1-5) [Comprehension]

4. List out the Decision variables in Media Planning. (C.O.No.1-5) [Knowledge]

5. State the benefits of Headline. (C.O.No.1-5) [Knowledge]

6. Explain DAGMAR. (C.O.No.1-5) [Comprehension]

7. Prepare a Jingle for an ad of your choice? (C.O.No.1-5) [Synthesis]

**Part B**

**Answer any FIVE Questions. (5 Q x 10 M = 50 M)**

8. Illustrate the development of a Media Plan. (C.O.No.1-5) [Application]

9. Describe the significance of Scheduling. (C.O.No.1-5) [Comprehension]

10. Explain the need for Global Concerns in Advertisement. (C.O.No.1-5) [Comprehension]

11. Examine the vitality of 4 P’s of Marketing. (C.O.No.1-5) [Analysis]

12. State the functions of Ad Agencies. (C.O.No.1-5) [Knowledge]

13. List out some of the Ethical and Legal issues in Ads. (C.O.No.1-5) [Knowledge]

14. Explain with example about Deceptive Sales promotion. (C.O.No.1-5) [Comprehension]

**Part C**

**Answer any TWO Questions. (2 Q x 20 M = 40 M)**

15. Describe in detail the elements of Print Advertising. (C.O.No.1-5) [Comprehension]

16. Illustrate about DAGMAR approach. (C.O.No.1-5) [Application]

17. Apply and explain the 10 commandments of Creative Sales Promotion.

(C.O.No.1-5) [Application]