



Roll no.....

End Semester Examination, December 2024

BBA(H) – III Semester

MCSP 121- Advertising & Sales Promotion

Time: 2.5 hrs.

Max Marks: **50**

Note: **All Questions are compulsory. Marks are indicated against each question.**

PART-A

Attempt any 5 Questions from Part 1

- (a) Define "advertising" and explain its primary purpose in marketing. [CO-1, L-2]
- (b) What is the significance of "target audience" in advertising, and how does it impact the message design? [CO-1, L-2]
- (c) Explain the term "Brand Identity" and how it differs from "Brand Image". [CO-1, L-2]
- (d) Describe Life-time value of consumer [CO-1, L-2]
- (e) Describe the Point of Purchase Advertising [CO-1, L-2]
- (f) Explain "media planning". [CO-1, L-2]
- (g) What do you understand by the "DAGMAR" approach in setting advertising objectives? [CO-1, L-2]

PART-B

All questions carry 10 marks each. Attempt one question from each question pair.

Q.2 (a) Design a print ad for a new smartphone brand, focusing on the key elements of a print copy (headline, illustration, body copy, slogan, and logo). Justify how each element contributes to building brand identity and attracting the target audience. [CO-2, L-3]

OR

(b) Apply the concept of advertising appeal to design an advertising message for a new eco-friendly product. Explain which appeal you would use and why it would be effective for the target audience. [CO-2, L-3]

Q.3(a) Analyze the characteristics of different media types and discuss how they can impact the effectiveness of a media plan. What factors should be considered to ensure each media type aligns with the campaign objectives? [CO-3, L-4]

OR

(b) Examine the role of the client-agency relationship in developing a media strategy. How does this relationship influence media planning and buying decisions? [CO-3, L-4]

Q.4 (a) Critically evaluate the effectiveness of different sales promotion tools. How can companies select the best tool to match their marketing objectives? [CO-4, L-5]

OR

(b) Evaluate the significance of trade promotions in retail marketing. How do they influence consumer behavior and product sales? [CO-4, L-5]

Q.5(a) Critically assess the role of consumer behavior in message design strategies. How can understanding consumer psychology help in designing impactful advertising campaigns? [CO-5, L-5]

OR

(b) Analyze the use of the DAGMAR (Defining Advertising Goals for Measured Advertising Results) approach in setting advertising objectives. How effective is DAGMAR in measuring performance metrics, and what improvements could enhance its utility in evaluating advertising campaigns? [CO-5, L-5]