

**TILAK MAHARASHTRA VIDYAPEETH, PUNE**  
**BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)**  
**EXAMINATION : JUNE - 2022**  
**SEMESTER - VI**

**Sub. : Advertising & Media Management (BBA15-M-614)**

**Date : 16/06/2022**

**Total Marks : 60**

**Time: 10.00am to 12.30pm**

**Instructions:** 1) All questions are compulsory.  
 2) Figures to the right indicate full marks.

**Q. 1. Choose the most appropriate option. (05)**

1. \_\_\_\_\_ Media can give 24 hour exposure to the public eye.
  - a) Television
  - b) Radio
  - c) Internet
  - d) Hoardings
2. \_\_\_\_\_ is popularly known as free form of promotion
  - a) Advertising
  - b) Publicity
  - c) Personal Selling
  - d) Public Relations
3. Advertising for \_\_\_\_\_ is not allowed.
  - a) Liquor
  - b) Sports Bikes
  - c) Energy Drinks
  - d) Cigarettes
4. Aishwarya Rai Bachchan is a \_\_\_\_\_ endorsing L'Oreal.
  - a) Mascot
  - b) Brand Ambassador
  - c) Advertiser
  - d) Seller
5. AIDA stands for \_\_\_\_\_, Interest, \_\_\_\_\_ and Action
  - a) Attention
  - b) Desire
  - c) Appeal
  - d) Demand

**Q. 2. State True / False (05)**

1. Surrogate Advertising is an Escape route to market banned products.
  - a) True
  - b) False
2. The most important objective of advertising is to increase awareness.
  - a) True
  - b) False
3. There are no ethics in advertising a product or a service.
  - a) True
  - b) False
4. Placement of advertisements inside or outside transportation vehicles is known as transit media
  - a) True
  - b) False
5. Mass Media acts as a delivery system for advertising
  - a) True
  - b) False

**Q. 3. Write Short notes on (Any Three) (15)**

1. Advantages of newspaper advertising
2. Window Display
3. Mascot
4. Rational Appeal
5. Jingles

- Q. 4. Answer in detail (Any Two) (20)**
1. Define 'advertising' and discuss its significance in today's competitive world.
  2. Discuss merits and demerits of Social Media Advertising.
  3. Explain the AIDA model.
  4. Differentiate between Advertising and Sales Promotion.

- Q. 5. Case study (Any One) (15)**

1. Pro-Kabaddi League: Changing the Face of Indian Kabaddi:

The case tracks the runaway success of the Pro Kabaddi League (PKL), a professional kabaddi league in India, and how it transformed the Indian kabaddi players who, until then, had been relatively unknown beyond their local arena, into sports stars.

The case describes how PKL revolutionized the sport and brought it to the forefront by highlighting its modern and competitive face throughout India and globally. The league mainstreamed the game at home and opened the doors to new opportunities to Indian kabaddi players and brought them, fame and money. Once living in oblivion, these players made a mark, revealed in the new-found popularity of the sport, and became celebrities with a huge fan following. PKL not only revitalized the sport but also made kabaddi a viable career option for young talented players across the country.

Kabaddi, known as the game of struggle, was considered a high intensity contact sport, with seven layers on each side. The central idea of the game was for a team to score points by raiding the opponent's court and touching as many defense players as possible without getting caught. .

**Questions:**

1. Do such sports leagues give exposure to deserving sportsmen?
2. Discuss merits and demerits of organizing such sports leagues.
3. Do you think sponsoring such sports league will help increase sales of that brand? Justify if Yes or No

**OR**

**2. Nike, Inc: 'Just Do It'**

Nike Inc is a well-known company that produce branded sport shoes and quality sportswear that has been admired by everybody for their brand. Brand management of Nike, Inc. has play an important role to the company as they are successful in capturing brand minded of consumers in all levels. Although at first Nike, Inc. faced tremendous critics from public about their inconsistent attitude which constantly changing their plans as they wanted, suddenly they realized that they need to come out with something to encounter the perception of public by introducing —Just Do It! campaign which give the spirit of doing something without hesitate. At the time being, Reebok, the biggest competitor of Nike, Inc. trying to compete with them in term of sales but Nike, Inc. has proved that their —Just Do It! campaign has been successfully implemented.

**“JUST DO IT” CAMPAIGN BY NIKE, INC.**

“Just Do It” advertising campaign implemented by NIKE, Inc. has changed the brand perception of NIKE where people valued the brand even more and consumer willing to pay more in order to own the products by NIKE due to their quality, style and reliability. Center for Applied Research (n.d.) states that after the “Just Do It” campaign, the NIKE brand become

stronger compared to other giant companies such as Coca-Cola, Gillette and Procter & Gamble. The “Just Do It” campaign was named after a meeting of Nike’s advertising agency, Dan Weiden and Kennedy with the employees of NIKE. As they were having the meeting, Dan Weiden admiringly told the NIKE’s employees like, “You Nike guys, you just do it.”, as reported by the Center of Applied Research (n.d.). Odimp (2012) explained that the logo „just do it” is an important message that gives the ideology that whatever people want to do, they can just do that without having to consider the effects on others, whether it is good or bad. As reported in 2015 Annual Report by Nike, Inc., (2015): “Because NIKE is a consumer products company, the relative popularity of various sports and fitness activities and changing design trends affect the demand for our products. We must, therefore, respond to trends and shifts in consumer preferences by adjusting the mix of existing product offerings, developing new products, styles and categories and influencing sports and fitness preferences through extensive marketing.” As they (Nike, Inc.) realized that their consumers are demanding design that follows the trends and is always updated in terms of styles, Nike, Inc. decided to introduce the slogan of “Just Do It” as a campaign that advertises more on their brands and products with the help of hiring some famous top athletes to exhibit the “Nike look”.

Previously, Tianbai (2009) mentions that Nike, Inc. are using professional athletes to increase their demand and popularity through word-of-mouth of the public figures about their products as their initial product advertising strategy in the late 1970s and in the 1980s, Nike, Inc. is moving towards expanding their target market to teenagers instead of focusing only on athletes and sportsmen. When the Nike brand became stronger than before, Nike, Inc. observed that not only teenagers and sportsmen are their target market, but also young and middle-aged people who have become more preferred in the sports world since the economy nowadays has become much tougher and thus they need sports as their stress-reliever. Through the development of expanding the target market, Nike, Inc. advertising strategy has become much easier as they have stood on their brand name which is known worldwide.

**Questions:**

1. Suggest any two reasons you feel which made Nike a popular brand
2. Do you think the slogan ‘Just Do It’ is appropriate? If yes, justify.
3. Name any two brand ambassadors of Nike.

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