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MASTER OF BUSINESS ADMINISTRATION (M.B.A.)
EXAMINATION : DECEMBER - 2022
SEMESTER - III
Sub: Advertising & Sales Promotion (MMM304)

Date: 21/12/2022

Total marks: 60

Time: 10.00am to 12.30pm

SECTION – I

Q. 1. Fill in the blanks.

(5)

1. _____ often appears when you access a certain website.
a) Pop-ups
b) Banners
c) Links
d) None of the above
2. Advertising done on vehicles is termed as _____ media.
a) Technical
b) Transit
c) Print
d) Online
3. AIDA stands for Attention, _____, Desire and Action
a) Interest
b) Imagination
c) Individuality
d) Integrity
4. _____ is a cost effective way of promoting a product or brand which is indirectly done by marketers.
a) Publicity
b) Sponsorship
c) Public Relations
d) Donation
5. Advertising is _____ considered a waste of money.
a) Always
b) Sometimes
c) Never
d) None of the above.

Q. 2. Answer the following. (Any Two)

(20)

1. Define Advertising. Discuss nature of advertising.
2. Elaborate various types of Media used for advertising of products and services.
3. Discuss various functions of advertising
4. Sales Promotion and Advertising are different in some ways. Discuss the differentiating points.

Q. 3. Write notes on. (Any Two)

(10)

1. Surrogate Advertising
2. Ethics in Advertising
3. AIDA

SECTION – II

Q. 4. Case Study

(15)

In business, social media is used to market products, promote brands, connect to customers and foster new business. As a communication platform, social media promotes customer feedback and makes it easy for customers to share their experiences with a company. Businesses can respond quickly to positive and negative feedback, address customer problems and maintain or rebuild customer confidence.

Despite having so many advantages, social media is also often said to be one of the most harmful elements in society. Social media can lead to grave consequences if not monitored. Social media invades the privacy of people like no other form of communication ever did before. Often children and people, who over-share on social media, fall prey to predators like bullies and hackers. The mental health of people is affected significantly because of cyber-bullying on social media. The addiction to social media is a serious matter of concern that many youths face. Addiction to social media leads to an increase in anxiety, hampering of studies, and, most importantly, a waste of time.

Social media has also been responsible for creating communal rifts and misunderstanding among many individuals. Many positive and peace-loving minds of people are poisoned because of the spread of fake news on social media. Hence, as responsible people, we should use social media with good intentions rather than making it something that is toxic. Social media is a very useful tool that can be further developed to bring greatness to humankind.

Questions: (5 marks each):

1. Has social media revolutionized the way of doing business? If yes, elaborate advantages of social media in business.
2. Every coin has two sides. Explain how Social Media disrupts physical and mental health.
3. Elaborate how Social Media can cause danger to society.

Q. 5. Answer the following:

(10)

- a) Discuss various types of Advertising Appeals

OR

- b) Discuss various types of sales promotion techniques with examples.