

**TILAK MAHARASHTRA VIDYAPEETH, PUNE**  
**BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)**  
**EXAMINATION : DECEMBER - 2023**  
**SEMESTER - VI**

**Sub. : Advertising & Media Management (BBA15-M614)**

**Date : 23/12/2023**

**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. The fastest growing medium of advertising is
  - a) Magazine
  - b) Radio
  - c) Television
  - d) Internet
2. \_\_\_\_\_ is an example of Transit Media
  - a) Advertisements on Buses
  - b) Advertisements on Coffee machines
  - c) Advertisements on Hoardings on Roadsides
  - d) Advertisements on Bus Stop benches.
3. What is advertising?
  - a) Publicity
  - b) Paid form of information
  - c) Sales Promotion
  - d) All of the above
4. All marketing activities that attempt to stimulate quick buyer action or immediate sales of a product are known as \_\_\_\_\_
  - a) Publicity
  - b) Public Relations
  - c) Sales Promotion
  - d) Branding
5. A detergent that advertises how clean it gets clothes is appealing to the \_\_\_\_\_ consumer need
  - a) Functional
  - b) Biological
  - c) Utilitarian
  - d) Experiential

**(05)**

**Q. 2. State True / False**

1. Advertising can create gender biases and promote unrealistic beauty standards
  - a) True
  - b) False
2. Advertising is generally a better promotional tool than sales promotion when it comes to closing a sale.
  - a) True
  - b) False
3. The purpose of advertising is solely to increase sales
  - a) True
  - b) False
4. PR normally stands for Press Relations.
  - a) True
  - b) False
5. Coupons, small gifts, and other incentives are part of public relations.
  - a) True
  - b) False

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

1. AIDA
2. Women in Advertisements
3. Emotional Appeal
4. Ethics in Advertising
5. Transit Media

**Q. 4. Answer in detail (Any Two) (20)**

1. Entire Advertising world revolves around what people feel about a product. Elaborate in the light of Advertising Appeals
2. Discuss various Consumer and Trade Promotion Techniques used to enhance sales of a product.
3. Though digital media is the biggest platform used to promote a product, there are advantages as well as disadvantages to do so. Elaborate the same.
4. What is your perception of 'Celebrities as Brand Ambassadors'? What advantages and disadvantages can you outline about the same?

**Q. 5. Case study (Compulsory) (15)**

ABC Electronics is launching a new Smartphone model in the market. The company has decided to offer a discount of 10% on the price of the phone for the first month of its launch. The company has also tied up with a leading telecom service provider to offer a free data plan for six months with the purchase of the phone.

Questions:

1. Do you think that the sales promotion strategy of ABC Electronics will be helpful in increasing the sales? If not, can you suggest some other promotional methods?
2. Can you suggest how ABC Electronics should advertise for the launch of new Smartphone? What media should they use to advertise?
3. If the Smartphone is launched on online platforms such as amazon, flipcart, do you think customers will buy the product? Justify if yes or no.