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MASTER OF BUSINESS ADMINISTRATION (M.B.A.)
EXAMINATION: DECEMBER - 2023
SEMESTER - III
Sub: Advertising & Sales Promotion (MMM304)

Date: 14/12/2023

Total marks: 60

Time: 10.00am to 12.30pm

SECTION – I

Q. 1. Fill in the blanks.

(5)

1. AIDA stands for Attention, _____, Desire and Action
 - a) Interest
 - b) Imagination
 - c) Individuality
 - d) Integrity

2. Advertising done on vehicles is termed as _____ media.
 - a) Technical
 - b) Transit
 - c) Print
 - d) Online

3. _____ 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

4. _____ often appears when you access a certain website.
 - a) Pop-ups
 - b) Banners
 - c) Links
 - d) None of the above

5. _____ advertising medium allows for highly targeted, personalized messaging.
 - a) Television
 - b) Radio
 - c) Print
 - d) Digital Advertising

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

(20)

1. Define Advertising. Discuss nature of advertising.
2. Elaborate various types of Consumer Promotions.
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)

XYZ Electronics, a consumer electronics company, is planning a sales promotion for the holiday season. They want to increase sales of their latest smartphone model. The marketing team proposes a promotion offering a free Bluetooth headset with every purchase of the smartphone during the festive month.

Questions:

1. What do you think that the impact of this "Gift-with-Purchase" or "Premium" sales promotion technique of offering a free Bluetooth headset on smartphone sales during the holiday season.
2. Discuss the advantages and disadvantages of this sales promotion strategy.
3. Suggest alternative sales promotion techniques that XYZ Electronics could consider for the holiday season.

Q. 5. Answer the following:

(10)

- a) Discuss various types of Outdoor Media.

OR

- b) Discuss various types of TRADE Promotions.
