

TILAK MAHARASHTRA VIDYAPEETH, PUNE
BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

EXAMINATION: MAY- 2024

SEMESTER - VI

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

Date : 22/05/2024

Total Marks : 60

Time: 10.00 am 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)

- Which of the following factors significantly influences Indian consumer behavior?
a) Cultural values
b) Political affiliations
c) International trends
d) Economic policies
- In India, which demographic group is witnessing a significant increase in consumer spending?
a) Senior Citizens
b) Millennials
c) Gen Z
d) Teenagers
- Which brand is often associated with the tagline in their promotions "Desh ki Dhadkan" (Heartbeat of the Nation)?
a) SONATA
b) RELIANCE
c) TATA
d) BATA
- Which Indian company launched the "Har Ghar Kuch Kehta Hai" (Every Home Has a Story) campaign?
a) Asian Paints
b) Asian Age
c) Asia Net
d) Burger Paints
- Which Indian e-commerce company coined the slogan "Ab Har Wish Hogi Poori" (Now, every wish will be fulfilled)?
a) Amazon
b) Flipcart
c) Limeroad
d) Snapdeal

Q. 2. State True / False (05)

- Celebrities are often featured in Indian advertisements to increase brand appeal.
a) True
b) False
- Indian advertisements tend to focus more on product features rather than storytelling.
a) True
b) False
- Indian consumers tend to be highly price-sensitive.
a) True
b) False
- Indian advertisements are heavily regulated by the government, limiting creativity.
a) True
b) False
- Indian advertisements often feature family values and emotional appeals.
a) True
b) False

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

1. Transit Media
2. Publicity
3. Humour as an advertising appeal
4. Public Relations as a tool for advertising
5. Surrogate Advertising

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

1. Explain AIDA Model
2. Differentiate between Advertising and Sales Promotion.
3. Discuss various Outdoor Media available for advertising
4. Discuss various functions of Advertising

Q. 5. Case study (15)

XYZ Ltd., a multinational consumer goods company, is planning to launch a new line of skincare products in India. The marketing team aims to understand the Indian consumer behavior landscape to tailor their advertising strategies accordingly.

Background Information:

- India is a diverse country with a rich cultural heritage and varied consumer preferences.
- The skincare market in India is rapidly growing, driven by increasing disposable income and a growing awareness of personal grooming.
- Consumer behavior in India is influenced by factors such as **culture, social norms, family dynamics, and peer influence.**

Question:

- 1) What demographic segments in India should ABC Ltd. target for its skincare products?
- 2) How can ABC Ltd. effectively utilize digital media to reach its target audience?
- 3) Do Indian consumers prefer purchasing skincare products online, through traditional retail channels, or via direct sales channels?
