

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTER OF BUSINESS ADMINISTRATION (M.B.A.)
EXAMINATION: MAY/JUNE- 2024
SEMESTER - III

Sub.: Advertising & Sales Promotion (MMM304)

Date : 03/06/2024

Total Marks : 60

Time: 10.00am to 12.30pm

- Instructions:** 1) All questions are compulsory.
2) Figures to the right indicate full marks.
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- Q. 1. Write Short notes on (Any Three) (15)**
1. Public Relations
 2. Transit Media
 3. Humour as an advertising appeal
 4. Publicity
 5. Surrogate Advertising
- Q. 2. Answer in detail (Any One) (10)**
1. Explain AIDA Model
 2. What are the various types of Trade Promotions?
- Q. 3. Answer in detail (Any One) (10)**
1. Discuss various Outdoor Media available for advertising
 2. Discuss various functions of Advertising
- Q. 4. Answer in detail (Any One) (10)**
1. What are the various types of Consumer Promotions?
 2. Discuss advantages and disadvantages of online advertising.
- Q. 5. Case study (15)**

Facelift 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?
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