

END TERM EXAMINATION

SIXTH SEMESTER [BBA] JUNE 2024

Paper Code: BBA-308

Subject: Advertising and Sales Promotion

BBA(B&I)-308

Time: 3 Hours

Maximum Marks: 75

Note: Attempt all questions as directed. Internal choice is indicated.

- Q1 Attempt **any five** of the following questions: (5x5=25)
- a) Define advertising and explain its importance in the marketing mix.
 - b) Give example of Effects of Advertising
 - c) Describe the key elements involved in building an advertising program.
 - d) What factors influence the choice of media in a media plan?
 - e) Explain the relationship between advertising and sales promotion.
 - f) What are the limitations of sales promotion?
 - g) List and briefly describe consumer-oriented tools and techniques of sales promotion.
 - h) How can the effectiveness of a sales promotion strategy be evaluated?

- Q2 Explain the role of advertising in the marketing mix and its importance in stimulating demand. Provide examples of how advertising can impact consumer behavior and market trends. (12.5)

OR

- Q3 Discuss the DAGMAR approach and the Hierarchy-of-Effects model in determining advertising goals and objectives. How do these models help in crafting effective advertising campaigns? (12.5)

- Q4 Analyze the process of media planning and budgeting. How does reach, frequency, and impact play a role in this process? (12.5)

OR

- Q5 Evaluate the need and importance of measuring advertising effectiveness. What are the legal, ethical, and social aspects of advertising in India that must be considered? (12.5)

- Q6 Explain the nature and scope of sales promotion and its advantages and limitations. How does sales promotion fit into the overall marketing mix? (12.5)

OR

- Q7 Discuss the relationship between advertising and sales promotion strategies. How can these strategies be aligned to achieve marketing objectives? (12.5)

- Q8 Describe various consumer-oriented tools and techniques of sales promotion. How do these tools differ when applied in B2C, B2B, and service settings? (12.5)

OR

- Q9 Outline the planning, implementation, and evaluation process of a retail promotion campaign. What are the key steps and considerations at each stage? (12.5)

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