(Please write your Exam Roll No.) *Exam Roll No. .....*

END TERM EXAMINATION

SIXTH SEMESTER [BBA] MAY-JUNE 2025

Paper Code: BBA-308 ***Subject: Advertising and Sales Promotion***

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) What is the DAGMAR approach in 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) What are trade dealings and how do they work in sales promotion?

h) How can the effectiveness of a sales promotion strategy be evaluated?

Q2 Explain the role of advertising in impacting consumer behavior and market trends. Give suitable examples. **(12.5)**

OR

Q3 Discuss the Hierarchy-of-Effects model in determining advertising goals and objectives. How it helps 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. How does sales promotion fit into the overall marketing mix? **(12.5)**

OR

Q7 Develop a detailed sales promotion strategy for a new product launch explaining each step, from the selection of appropriate tools, to setting up evaluation metrics. **(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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