

<b>Name:</b>	
<b>Enrolment No:</b>	

**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**  
**End Semester Examination, December 2018**

<b>Course: BBA ADVERTISING &amp; SALES PROMOTION</b>	<b>Semester -III</b>
<b>Programme: BBA CORE(MARKETING)</b>	
<b>Course Code Mktg 2007</b>	<b>Time 3 hours .</b>
<b>Instructions:</b>	

**SECTION A**

S. No.		Marks	CO
Q 1	Any paid form of non-personal presentation and promotion of ideas, goods & services by an identified Sponsor is called ..... a) Direct Marketing b) Advertising c) Personal selling d) Public Relations e) Sales Promotion	2	CO2
Q2	A Company's total marketing communications package consists of a blend advertising, personal selling, sales promotion etc tools which a company uses to communicate is called ..... a) Communications Method b) Integrated Marketing c) target marketing d) Competitive marketing e) Promotion Mix	2	CO3
Q3	All of the following are Important decisions the process of developing an advertising program EXCEPT a) setting the advertising budget b) developing advertising strategy c) evaluating advertising campaigns d) setting advertising Objectives e) selecting target market	2	CO1
Q4	Advertising ..... define the task that advertising must accomplish with a specific target audience during specified period of time a) budgets b) objectives c) strategies d) campaigns	2	CO1

	e) strategies		
Q5	An advertising objective is classified by its primary purpose which is to inform persuade and ..... a)convince b)compete c)remind d)explain e)encourage	2	CO1
Q6	Which of the following is an Objective of informative advertising a) Build brand preference b) Change customer perceptions c) Encourage customers to switch brands d) Suggest new uses of product e) Keep brand in customers mind during off seasons	2	CO2
Q7	Which is the primary goal of reminder advertising ? a)maintain customer relationships b)build brand preference c)correct false impressions d)inform the market of a price change e)restore company image	2	CO1
Q8	.....advertising becomes more important as competition increases. a) reminder oriented b) informative c) POP promotion d) persuasive e)patronage	2	CO3
Q9	After determining its advertising objectives,the companys next step in advertising program is to ..... a)set advertising budget b) determine the budget c) use cash refund offers d) plan advertising campaign e)develop message strategy	2	CO4
Q10	All of the following require High advertising Budgets..... a) products in competitive markets b) undifferentiated brands c) new products d) mature brands e) low share brands	2	CO2

<b>SECTION B</b>			
<b>Attempt all questions(4x5=20) Short Notes</b>			
a)	Window Display	<b>5</b>	<b>CO2</b>
b)	CSR Advertising	<b>5</b>	<b>CO1</b>
c)	Types of Internet advertising	<b>5</b>	<b>CO2</b>
d)	Surrogate Advertising	<b>5</b>	<b>CO2</b>
e)	Fake News	<b>5</b>	<b>CO3</b>
<b>SECTION-C</b>			
<b>Answer all three questions (10x3=30 )</b>			
Q1	What are the factors which can Influence Advertising Budget?	<b>10</b>	<b>CO3</b>
Q2	Define Media? Explain the factors in selection of Media	<b>10</b>	<b>CO4</b>
Q3	Describe various measures used to study the effectiveness of advertising?	<b>10</b>	<b>CO5</b>
<b>SECTION-D</b>			
<b>Answer both the questions (15x2=30)</b>			
Q 1	<i>The company decides to enter food products and has identified potato, corn &amp; cheese snacks for urban markets. Assume you are the Product manager for this category of products and evolve a strategy for promotion of this new product line.</i>	<b>15</b>	<b>C04</b>
Q2	<i>A leading company plans to launch a toothpaste which can prevent tooth decay and cavities. But toothpaste market is highly crowded one. Please decide a Marketing Communication Strategy you will use to position the product.</i>	<b>15</b>	<b>C03</b>

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**Course: Advertising & sales Promotion**  
**Programme: BBA CORE (MKTG)**

**Semester III**

**Course Code Mktg 2007**

**Time -3 hours**

**Instructions:**

**SECTION A**

S. No.		Marks	CO
Q 1	Advertising is part of .....	2	CO2
Q2	The Communication Objective of a Company is to .....	2	CO3
Q3	.....is Direct Communications with targeted individual consumers to obtain an immediate response a) Sales Promotion b) Personnel selling c) Direct Marketing d) Public relations	2	CO1
Q4	If the company wants to build the Corporate Image ,it will probably use the following communication tool a)Advertising b)Public relations c)Direct Marketing d)Sales Promotion	2	CO1
Q5	.....Fragmentation has resulted in media fragmentation a)Market b)Purchasing c)Product d)Direct Marketing	2	CO1
Q6	Which tool of promotional mix is considered short term incentives to encourage purchase or sales of product or service. a) Advertising b) Public Relations c) Sales Promotion	2	CO2

	<b>d) Direct Marketing</b>		
Q7	<b>Another name for companys marketing communication mix is</b> <b>a) Sales Force</b> <b>b) Image Mix</b> <b>c) Promotion Mix</b> <b>d) Advertising Program</b>	2	CO1
Q8	<b>Which form of Communication is Non Paid form of communication</b> <b>a)public relation</b> <b>b) Advertising</b> <b>c) Sales Promotion</b> <b>d) Direct Marketing</b>	2	CO3
Q9	<b>Push Strategy is used on</b> <b>a) Consumers</b> <b>b) Retailers</b> <b>c) Online</b> <b>d) TV</b>	2	CO4
Q10	<b>The Digital Media creates .....</b> <b>a)Demand</b> <b>b) Clutter</b> <b>c) Reach</b> <b>d) Noise</b>	2	CO2
<b>SECTION B</b> <b>Attempt all questions(4x5=20) Short Notes</b>			
a)	<b>Brand</b>	4	CO2
b)	<b>Social Media</b>	4	CO1
c)	<b>Marketing Mix</b>	4	CO2
d)	<b>Niche Marketing</b>	4	CO2
e)	<b>Societal Marketing Concept</b>	4	CO1
<b>SECTION-C</b> <b>Attempt all Questions (10X3=30)</b>			
Q1	<b>Kindly explain what is a Promotional Strategy?Give Suitable examples</b>	10	CO3
Q2	<b>Please discuss Advantages and Disadvantages of Internet Marketing</b>	10	CO4

Q3	Discuss how four Ps vary across all the stages of Product Life Cycle	10	CO5
<b>SECTION-D</b> <b>15x2=30</b>			
	<p><i>Please the study the following and answer the questions.(Answer in approx. 300 words)</i></p> <p>An organization dealing with a Life Insurance product is planning to launch a series of products .The Business of the Company has been severely hit by competition which has launched products which are relevant and targeting the right audience.The Perception of the Company is that its traditional and slow to react.The Customers are moving away and buying the new companys product. The Marketing has been given a deadline to decide and submit a Marketing Communication Plan</p>		
Q1	What communication Strategy they should they Adopt.?	15	CO4
Q2	What should be their promotion mix?	15	CO3