

Name:	 UPES UNIVERSITY WITH A PURPOSE
Enrolment No:	

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, May 2019

Course: Advertising & Sales Promotion

Semester: IV

Program: BBA (DM+MM)

Time: 03 Hours

Course code: MKTG 2007

Max. Marks: 100

Instructions: Attempt all questions

SECTION A
(2x10=20 Marks)

	Attempt all questions.	Marks	CO
Q 1	<p>i) Which of the following is NOT a part of pretest advertising research techniques?</p> <p>a.) Communication tests b.) Magazine dummy c.) Thought listings d.) Story construction</p> <p>ii) Which of the following is not included in Howard Gardner's list of seven greatest creative minds?</p> <p>a.) Mahatma Gandhi b.) Einstein c.) Newton d.) Martha Graham</p> <p>iii) Which of the following advertising objective can be achieved by light fantasy?</p> <p>a.) Brand loyalty b.) Brand image c.) Brand recall d.) Brand preference</p> <p>iv) Era in which advertising experienced creative revolution and saw growth of advertising agencies is?</p> <p>a.) 1941-1960 b.) 1960-1972 c.) 1929-1941 d.) 1918-1929</p> <p>v) CPM means _____</p> <p>vi) Which of the following is NOT a part of objective instill brand preference?</p> <p>a.) Humor b.) Sex appeal c.) Slice of life d.) Feel good ads</p>	20	CO1

	<p>vii) The objective situation the brand preference CANNOT be achieved through which of the following?</p> <p>a.) Feel-good ads b.) Slogans and jingles c.) Sex appeal ads d.) Humor ads</p> <p>viii) 'The world's local bank' was an ad tagline for:</p> <p>a.) SBI b.) Standard Chartered Bank c.) HSBC d.) Punjab National Bank</p> <p>ix) Infomercial means _____</p> <p>x) Which of the following sales promotion technique is same as a raffle draw?</p> <p>a.) Rebates b.) Sweepstakes c.) Premium d.) Coupons</p>		
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SECTION B
(4x5=20 Marks)

Attempt any four questions

Q1.	What are post-test advertising research methods? Explain each briefly.	5	CO2
Q2.	What is creative triangle? Explain with the help of a figure.	5	CO2
Q3.	Discuss the advantages and disadvantages of television and print media.	5	CO2
Q4.	Briefly explain the objectives and risks of sales promotion.	5	CO2
Q5.	Briefly explain the guidelines for copywriting of advertisements.	5	CO2

SECTION-C
(2x15=30 Marks)

Attempt any two questions.

Q1.	With close reference to the case, 'Ads by kids not for kids' analyze with examples the strategy of ad agencies using kids for advertisements.	15	CO3,4
Q2.	With reference to the case 'Fair and Lovely vs Dark is beautiful', analyze the ethical issues that confront the advertising of fairness products.	15	CO3,4
Q3.	Make two creative taglines for following products. One of the taglines can be in Hindi	15	CO3,4
	a.) Jewelry		
	b.) Television		
	c.) Contraceptive		
	d.) Car		

e.) Lipstick

SECTION-D
(2x15=30 Marks)

Answer all questions.

Study the following data which exhibits the annual expenses (in crores) for four media options in the Mobile industry for *Samsung*, *iPhone*, *Xiaomi*, *Oppo* and *Vivo* in table A. Table B gives the reach and ad expenses for the respective ad insertions for some programs on monthly basis for various media options available.

Total audience= 80, 000, 00

Table A

	Total annual Ad expense (in crores)	Television	Newspaper	Magazine	Radio
Samsung	Rs42	Rs 18	Rs 6	Rs 3	2
iPhone	Rs 29	Rs 12	Rs 9	Rs 2	1.5
Xiaomi	Rs 26	Rs 16	Rs 7	Rs 2	.5
Oppo	Rs 21	Rs 6	Rs 4	Rs 1	2
Vivo	Rs 15	Rs 7	Rs 3	Rs 2	Rs 1
Total product category advt. expenses for mobile industry	Rs 175	Rs 85	Rs 45	Rs16	Rs9

Table B

	Reach	Ad Expense/Month	Ad insertion/month
TELEVISION			
ZEE TV			
Prime Time Serials	34%	Rs 5,60,000	5
Cooking show	14%	Rs 3,70,000	4
Singing contest show	31%	Rs 2,90,000	4
SONY TV			
IPL	25%	Rs 6,50,000	6
Prime Time serials	24%	Rs 3,20,000	3
NDTV			
Political Debate	32%	Rs 4,80,000	3
News @ 9p.m.	22%	Rs 4,40,000	2
NEWSPAPER			
The Hindustan Times	34%	Rs 1,40,000	4
Times of India	21%	Rs 90000	3

MAGAZINE			
News week	24%	Rs 1,40,000	5
India Today	30%	Rs 1,80,000	6
Frontline	18%	Rs 1,50,000	4

Q1.	Comment on the media mix expenses for XIAOMI with regard to its competitors after calculating the following: (1) CPM (2) Share of voice	15	CO4,5
Q2.	Give your suggestions for an optimum advantage in terms of CPRP which the advertiser for a <i>mobile brand</i> can get with regard to the given media channel choices and other competitors.	15	CO4,5

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SECTION A
(2x10=20 Marks)

	Attempt all questions.	Marks	CO
Q 1	<p>i) AIO in advertising research means.</p> <p>e.) Awareness Interest Opinion f.) Attitude Individual Opinion g.) Activity Interest Opinion h.) Activity Interest Organization</p> <p>ii) Which of the following is not included in Howard Gardner’s list of seven greatest creative minds?</p> <p>e.) Sigmund Freud f.) Einstein g.) Galileo h.) Martha Graham</p> <p>iii) Which of the following advertising objective can be achieved by humor?</p> <p>e.) Brand loyalty f.) Brand image g.) Brand recall h.) Brand preference</p> <p>iv) Era in which advertising experienced creative revolution and saw growth of advertising agencies is?</p> <p>e.) 1941-1960 f.) 1960-1972 g.) 1929-1941 h.) 1918-1929</p> <p>v) CPRP means _____</p> <p>vi) Example of anxiety appeal advertisement is _____</p> <p>vii) Brand recall can be achieved through slogans and jingles. (TRUE/FALSE)</p> <p>viii) ‘The best a man can get’ was an ad tagline for:</p> <p>e.) Sony f.) Samsung g.) Apple</p>	20	CO1

	h.) Gillett ix) Advertorial means _____ x) Which of the following sales promotion technique is same as a money back offer? e.) Rebates f.) Sweepstakes g.) Premium h.) Coupons		
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SECTION B
(4x5=20 Marks)

Attempt all questions

Q1.	What are pre-test advertising research methods? Explain each briefly.	5	CO2
Q2.	What is creativity? Explain the terms 'asynch' and 'synch' w.r.t. creativity.	5	CO2
Q3.	Discuss the advantages and disadvantages of radio and print media.	5	CO2
Q4.	Briefly explain the various types of sales promotion techniques	5	CO2

SECTION-C
(2x15=30 Marks)

Attempt both questions.

Q1.	Analyze advertising ethics with close reference to the case, 'Beavis and Butthead' and 'Ads by kids not for kids'.	15	CO3,4
Q2.	Make two creative taglines for following products. One of the taglines can be in Hindi f.) Sunglasses g.) Television h.) Sanitary napkins i.) Bike j.) Sports shoes	15	CO3,4

SECTION-D
(2x15=30 Marks)

Answer all questions.

	Study the following data which exhibits the annual expenses (in crores) for four media options in the Mobile industry for <i>Samsung, iPhone, Xiaomi, Oppo</i> and <i>Vivo</i> in table A. Table B gives the reach and ad expenses for the respective ad insertions for some programs on monthly basis for various media options available. Total audience= 60, 000, 00 Table A		
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	Total annual Ad expense (in crores)	Television	Newspaper	Magazine	Radio
Samsung	Rs44	Rs 16	Rs 8	Rs 3	2
iPhone	Rs 39	Rs 15	Rs 9	Rs 2	1.5
Xiaomi	Rs 26	Rs 12	Rs 3	Rs 2	.5
Oppo	Rs 21	Rs 6	Rs 4	Rs 1	2
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MAGAZINE			
News week	24%	Rs 1,40,000	5
India Today	30%	Rs 1,80,000	6
Frontline	18%	Rs 1,50,000	4

Q1.	Comment on the media mix expenses for VIVO with regard to its competitors after calculating the following: (1)CPM (2)Share of voice	15	CO4,5
Q2.	Give your suggestions for an optimum advantage in terms of CPRP which the advertiser for a <i>mobile brand</i> can get with regard to the given media channel choices and other competitors.	15	CO4,5