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**UNIVERSITY OF PETROLEUM
AND ENERGY STUDIES**



End Semester Examination – May, 2017

Program/course: BBA (DM)
Subject: Advertising & Sales Promotion
Code: BBCM 153
No. of page/s: 5

Semester – IV
Max. Marks : 100
Duration: 3 Hrs

Note: All sections are compulsory.

Section – A (20 Marks)

Attempt all questions. (Each question carries 2 marks)

Q1. Attempt all questions

- i) Which of the following is NOT a part of pretest advertising research techniques?
 - a.) Communication tests
 - b.) Magazine dummy
 - c.) Thought listings
 - d.) Story construction

- ii) Which of the following is not included in Howard Gardner's list of seven greatest creative minds?
 - a.) Mahatma Gandhi
 - b.) Einstein
 - c.) Newton
 - d.) Martha Graham

- iii) Which of the following advertising objective can be achieved by slogans and jingles
 - a.) Brand loyalty
 - b.) Brand image
 - c.) Brand recall
 - d.) Brand preference

- iv) Era in which advertising experienced creative revolution and saw growth of advertising agencies is?
 - a.) 1941-1960

- b.) 1960-1972
 - c.) 1929-1941
 - d.) 1918-1929
- v) GRP means _____
- vi) Which of the following is NOT a part of objective instill brand preference?
- a.) Humor
 - b.) Sex appeal
 - c.) Slice of life
 - d.) Feel good ads
- vii) The objective situation the brand preference CANNOT be achieved through which of the following?
- a.) Feel-good ads
 - b.) Slogans and jingles
 - c.) Sex appeal ads
 - d.) Humor ads
- viii) 'Think outside the box' was an ad tagline for:
- a.) LG
 - b.) Samsung
 - c.) Apple
 - d.) Micromax
- ix) Advertorial means _____
- x) Which of the following sales promotion technique is same as a raffle draw?
- a.) Rebates
 - b.) Sweepstakes
 - c.) Premium
 - d.) Coupons

Section- B
(4X5=20 Marks)

- Q1. What are pretest advertising research methods? Explain each briefly.
- Q2. What is creative triangle? Explain with the help of a figure.
- Q3. Discuss the advantages and disadvantages of television and print media.
- Q4. What is STP? Explain different types of positioning strategy in advertisements.

SECTION C
(2X15=30 Marks)

Attempt any two questions.

Q1. With close reference to the case *Complan vs. Horlicks* analyze the ethical issues in advertising. Support your answer with other examples of products that have been advertised using comparison as a strategy. **(15 Marks)**

Q2. With reference to the case “Mountain Dew: Selecting New Creative” explain the advertising strategy w.r.t. the segment target positioning of the soft drink. Design a print advertisement for Mountain Dew so that the brand becomes more powerful in the segment where it is weak. **(15 Marks)**

Q3. Make two creative taglines for following products. One of the taglines can be in Hindi

- a.) Sunglasses
- b.) Mobile phone
- c.) Contraceptive
- d.) Bike
- e.) Sports shoes

(15 Marks)

SECTION D
(30 marks)

Study the following data which exhibits the annual expenses (in crores) for three media options in the jewelry industry for *Damas*, *Tanishq*, *PC Jewelers*, and *Alukas* 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 = 1, 20, 000, 00

Q1. Comment on the advertising expenses of **ALUKAS** in the different media in terms of its cost efficiency in reaching its target consumers and with regard to its competitors after calculating the following:

(1) **CPM**

(2) **Share of voice**

Comment on the appropriateness of the media expenses of the brands based on the product category (i.e. jewelry) advertised.

(20 Marks)

Q2. Give your suggestions for an optimum advantage (monthly) in terms of the **CPRP** calculations, which the advertiser for a jewelry brand can get with regard to the given programs, or pages in the respective media channel choices.

(10 Marks)

Table A

	Total annual Ad expense for all media (in crores)	Television	Newspaper	Magazine
Tanishq	Rs11	Rs7	Rs 3	Rs .70
Damas	Rs 9	Rs5	Rs 2	Rs 2
PC Jewelers	Rs 7	Rs 6	Rs .50	Rs .30
Alukas	Rs8	Rs 3	Rs 2	Rs 2
Total product category advt. expenses for jewelry industry	Rs 58	Rs 25	Rs 15	Rs 8

Table B

	Reach	Ad Expense per insertion	Ad insertion/month
TELEVISION			
ZEE TV			
Prime Time Serials	34%	Rs 96,000	5
Khana Khazana	14%	Rs 77,000	4
Sa Re Ga Ma contest	31%	Rs 59,000	4
SONY TV			
Indian Idol	25%	Rs 65,000	6
Prime Time serials	24%	Rs 42,000	3
NDTV			
Big Fight	32%	Rs 88,000	3
Morning News	22%	Rs 74,000	2
NEWSPAPER			
The Hindustan Times	34%	Rs 14,000	4
Times of India	21%	Rs 9, 000	3
MAGAZINE			
News week	24%	Rs 14,000	5
India Today	30%	Rs 18,000	6
Frontline	18%	Rs 15,000	4