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Enrolment No:			
UNIVERSITY OF PETROLEUM AND ENERGY STUDIES End Semester Examination, May 2023			
Course: Advertising and Sales Promotion Program: BBA DB Course Code: MTKG 2007		Semester: 4th Time: 03 hrs Max. Marks: 100	
SECTION A 10Qx2M=20Marks			
S. No.		Marks	CO
1	What does CPM stands for: A) Cost Per Thousand (impressions) B) Cost Per Media C) Click Per Thousand (impressions) D) Click Per Media	[2]	CO1
2	_____= reach x frequency A) Gross Rating Point B) CPM C) CPI D) CTR	[2]	CO1
3	Share of voice = _____ A) One brand's adv. time/ product category's adv. time B) One brand's adv. expenditure/ product category's adv. expenditure C) Product category's adv. time/ one brand's adv. time D) Product category's adv. expenditure/ one brand's adv. expenditure	[2]	CO1
4	Advertising helps in informed _____ decisions: A) business B) reselling C) purchase D) cost	[2]	CO1
5	What is heavy loading?	[2]	CO1

6	Advertising creates _____ and forces us to buy things that we don't _____. A) Wants & need B) Money & buy C) Needs and want D) Profit & need	[2]	CO1
7	Some of the stereotypes that are perpetuated (made to continue) by advertising are _____ and _____: A) Women, rich B) Rich, poor C) Women, minorities D) Powerful, weak	[2]	CO1
8	Magazines, newspapers, and television and radio stations are supported by _____ expenditure	[2]	CO1
9	Without advertising, the cost of a newspaper would increase ___ times A) 2 B) 3 C) 4 D) 5	[2]	CO1
10	Mass market programs _____ the quality of television	[2]	CO1
SECTION B 4Qx5M= 20 Marks			
Q11	Explain REAN model in web analytics.	[5]	CO2
Q12	Discuss Advertising in terms of audience geography.	[5]	CO2
Q13	What are advertorial and infomercial ads?	[5]	CO2
Q14	Discuss some stereotypes in advertising.	[5]	CO2
SECTION-C 3Qx10M=30 Marks			
Q15	What is Digital Marketing? What are different methods of Digital Marketing?	[10]	CO3
Q16	What is significance of culture in advertising? Why do brands need to be sensitive about it? Discuss with example.	[10]	CO3
Q17	Explain the difference between Account Service Team, Creative Team and Media Specialists.	[10]	CO3
SECTION-D 3Qx10M= 30 Marks			

<p>Q18</p>	<p>D-light. is a well-known beverage company that manufactures soft drinks, juices, and energy drinks. The company decided to launch a new product, a range of organic juices, in the market. The company’s marketing team created an advertising campaign with the tagline “Drink Fresh, Live Healthy” to promote the new product. The campaign consisted of TV commercials, print ads, billboards, and social media posts. The company invested a significant amount of money in the campaign, hoping to create a buzz and attract a large customer base.</p> <p>Outcome:</p> <p>Despite the significant investment and efforts put into the advertising campaign, the outcome was disappointing. The campaign failed to create a buzz or generate significant sales. The company received negative feedback from the customers, and the sales figures were far below the projected targets. The campaign was a complete failure, and the company had to incur losses.</p> <p>Reasons for Failure:</p> <p>After analyzing the advertising campaign and conducting market research, the following were the reasons for the failure:</p> <ol style="list-style-type: none"> 1. Lack of Understanding of the Target Audience: The marketing team failed to understand the preferences and needs of the target audience. The campaign failed to resonate with the target audience, and the message was not compelling enough to encourage customers to try the new product. 2. Poorly Executed Campaign: The campaign lacked creativity and failed to capture the attention of customers. The TV commercials were dull and did not showcase the unique features of the product. The print ads and billboards were not placed in the right locations, resulting in low visibility. 3. Overreliance on Traditional Advertising: The marketing team relied heavily on traditional advertising methods, such as TV commercials and print ads, without taking into account the changing media consumption habits of customers. The younger audience, who were the primary target of the campaign, were more likely to consume content on social media and online platforms, which were not given enough attention. 	<p>[5*6=30]</p>	<p>CO4</p>
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	<ol style="list-style-type: none">1. What lessons can companies learn from the failure of the advertising campaign?2. Why is it important for companies to understand their target audience before launching an advertising campaign?3. How can companies embrace digital media to reach out to a wider audience?4. What are some key elements that a successful advertising campaign should have?5. What role does creativity play in the success of an advertising campaign?		
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