Name:

Enrolment No:



UNIVERSITY WITH A PURPOSE

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES End Semester Examination, May 2019

Course: Advertising & Sales Promotion Program: BBA (DM+MM) Course code: MKTG 2007

Semester: IV Time: 03 Hours Max. Marks: 100

Instructions: Attempt all questions

(2x10=20 Marks) Marks CO Q 1 i) Which of the following is NOT a part of pretest advertising research techniques? A. COmmunication tests b. Magazine dummy C. Q.1 ii) Which of the following is not included in Forest advertising research techniques? a. Communication tests b. Magazine dummy c. Thought listings d. Story construction iii) Which of the following is not included in Howard Gardner's list of seven greatest creative minds? a. Mahatma Gandhi b. Enstein c. Newton d. Marks Part of the following advertising objective can be achieved by light fantasy? a. Brand boyalty b. Brand image c. Brand recall d. Brand preference 20 CO1 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) VPM means vi) Which of the following is NOT a part of objective instill brand preference? vi)
Q 1 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 light fantasy? 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) CPM means v)
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a.) Humor b.) Sex appeal c.) Slice of life

	d.) C	•		
		ontraceptive		
	,	elevision	15	CO3,4
	Hindi	ewelry		
Q3.		o creative taglines for following products. One of the taglines can be in		
02		at confront the advertising of fairness products.	~	
Q2.		erence to the case 'Fair and Lovely vs Dark is beautiful', analyze the ethical	15	CO3,4
		of ad agencies using kids for advertisements.	13	003,4
Q1.	With clos	se reference to the case, 'Ads by kids not for kids' analyze with examples the	15	CO3,4
Attemp	ot any two o			
		(2x15=30 Marks)		
	1	SECTION-C		1
			5	CO2
Q5.	Briefly ex	xplain the guidelines for copywriting of advertisements.		
05	D. C		-	
Q4.	Briefly ex	xplain the objectives and risks of sales promotion.	5	CO2
×	2150455 1		5	CO2
Q3.	Discuss f	he advantages and disadvantages of television and print media.		
Q2.	What is c	reative triangle? Explain with the help of a figure.	5	CO2
			5	CO2
Attemp Q1.	t any four	questions post-test advertising research methods? Explain each briefly.		
		(4x5=20 Marks)		
		SECTION B		
		d.) Coupons		
		c.) Premium		
		b.) Sweepstakes		
		a.) Rebates		
	/	draw?		
	x)	Which of the following sales promotion technique is same as a raffle		
	ix)	Infomercial means		
		d.) Punjab National Bank		
		c.) HSBC		
		a.) SBIb.) Standard Chartered Bank		
	viii)	'The world's local bank' was an ad tagline for:		
		c.) Sex appeal adsd.) Humor ads		
		b.) Slogans and jingles		
		a.) Feel-good ads		
		which of the following?		
	vii)	The objective situate the brand preference CANNOT be achieved through		

		SECTI (2x15=30				
ll questions.		(2413-30	Widi KS)			
Study the following						
media options in the						
in table A. Table B g						15
for some programs o Total audience= 80		s for various	media opti	ons available	.	
i otal audience= 00	, 000, 00					
Table A						
	Total annual	Television	Newspaper	Magazine	Radio	
	Ad expense		11	U		
Computer	(in crores)	D = 10	D - 4	D - 2	2	4
Samsung	Rs42		Rs (2	-
iPhone Xiaomi	Rs 29		Rs 9		1.5 .5	-
	Rs 26		Rs 7			-
Oppo Vivo	Rs 21		Rs 4		2 Ro 1	-
Vivo Total product	Rs 15	Rs 7	Rs 3	Rs 2	Rs 1	-
Total product category advt.						
expenses for mobile						
	5					
industry	Rs 175	Rs 85	Rs 4	5 Rs16	Rs9	
industry		Rs 85	Rs 4	5 Rs16	Rs9	
-		Rs 85	Rs 4	6 Rs16	Rs9	
industry Table B	Rs 175					
industry		Rs 85		6 Rs16		
industry Fable B TELEVISION ZEE TV Prime Time Serials	Rs 175 Reach 34%	Ad Expense/M Rs 5,60,000	Aonth A	d insertion/m		
industry Table B TELEVISION ZEE TV Prime Time Serials Cooking show	Reach 34% 14%	Ad Expense/M Rs 5,60,000 Rs 3,70,000	Aonth A 5 4	d insertion/m		
industry Table B TELEVISION ZEE TV Prime Time Serials Cooking show Singing contest show	Rs 175 Reach 34%	Ad Expense/M Rs 5,60,000	Aonth A	d insertion/m		
industry Fable B TELEVISION ZEE TV Prime Time Serials Cooking show Singing contest show Sony TV	Reach 34% 14% 31%	Ad Expense/N Rs 5,60,000 Rs 3,70,000 Rs 2,90,000	Month A 5 4 4	d insertion/m		
industry Fable B TELEVISION ZEE TV Prime Time Serials Cooking show Singing contest show Singing contest show	Reach 34% 14% 31% 25%	Ad Expense/M Rs 5,60,000 Rs 3,70,000 Rs 2,90,000 Rs 6,50,000	Month A 55 4 4 6	d insertion/m		
industry Table B TELEVISION ZEE TV Prime Time Serials Cooking show Singing contest show Sony TV IPL Prime Time serials	Reach 34% 14% 31%	Ad Expense/N Rs 5,60,000 Rs 3,70,000 Rs 2,90,000	Month A 5 4 4	d insertion/m		
industry Table B TELEVISION ZEE TV Prime Time Serials Cooking show Singing contest show SONY TV IPL Prime Time serials NDTV	Reach 34% 14% 31% 25% 24%	Ad Expense/M Rs 5,60,000 Rs 3,70,000 Rs 2,90,000 Rs 6,50,000 Rs 3,20,000	Aonth A 5 4 4 6 3	d insertion/m		
industry Table B TELEVISION ZEE TV Prime Time Serials Cooking show Singing contest show Singing contest show SONY TV IPL Prime Time serials NDTV Political Debate	Reach 34% 14% 31% 25% 24% 32%	Ad Expense/M Rs 5,60,000 Rs 3,70,000 Rs 2,90,000 Rs 6,50,000 Rs 3,20,000 Rs 4,80,000	Aonth A 5 4 4 6 3 3	d insertion/m		
industry Table B TELEVISION ZEE TV Prime Time Serials Cooking show Singing contest show SONY TV IPL Prime Time serials NDTV	Reach 34% 14% 31% 25% 24%	Ad Expense/M Rs 5,60,000 Rs 3,70,000 Rs 2,90,000 Rs 6,50,000 Rs 3,20,000	Aonth A 5 4 4 6 3	d insertion/m		
industry industry Fable B TELEVISION ZEE TV Prime Time Serials Cooking show Singing contest show NDTV Political Debate News @ 9p.m.	Reach 34% 14% 31% 25% 24% 32%	Ad Expense/M Rs 5,60,000 Rs 3,70,000 Rs 2,90,000 Rs 6,50,000 Rs 3,20,000 Rs 4,80,000	Aonth A 5 4 4 6 3 3	d insertion/m		
industry Table B TELEVISION ZEE TV Prime Time Serials Cooking show Singing contest show Singing contest show SONY TV IPL Prime Time serials NDTV Political Debate News @ 9p.m.	Rs 175 Reach 34% 14% 31% 25% 24% 32% 22%	Ad Expense/N Rs 5,60,000 Rs 3,70,000 Rs 2,90,000 Rs 3,20,000 Rs 3,20,000 Rs 4,80,000 Rs 4,40,000	Aonth A 5 4 4 4 6 3 3 2 2	d insertion/m		
industry industry Fable B TELEVISION ZEE TV Prime Time Serials Cooking show Singing contest show NDTV Political Debate News @ 9p.m.	Reach 34% 14% 31% 25% 24% 32%	Ad Expense/M Rs 5,60,000 Rs 3,70,000 Rs 2,90,000 Rs 6,50,000 Rs 3,20,000 Rs 4,80,000	Aonth A 5 4 4 6 3 3	d insertion/m		

	MAGAZINE					
	News week	24%	Rs 1,40,000	5		
	India Today	30%	Rs 1,80,000	6		
	Frontline	18%	Rs 1,50,000	4		
1						
1						
0.1						
Q1.		-	penses for XIAOMI v	vith regard to its competitors		
	after calculating t	he following:				
	(1) CPM				15	CO4,5
	(2) Share of v	voice				
	~ /					
Q2.	Give your sugges	tions for an or	timum advantage in t	erms of CPRP which the		
Q2.						
			in get with regard to t	he given media channel choices	15	CO4,5
	and other compet	itors.				

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	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 	7	
	SECTION B		
Attem	(4x5=20 Marks) pt 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
Attem	SECTION-C (2x15=30 Marks) pt both questions.		
Q1.	Analyze advertising ethics with close reference to the case, ' <i>Beavis and Butthead</i> and ' <i>Ads by kids not for kids</i> '.	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		
A	(2x15=30 Marks)		
Answe	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 Vi in table A. Table B gives the reach and ad expenses for the respective ad insertio for some programs on monthly basis for various media options available. Total audience= 60, 000, 00 Table A 		

	Total annual Ad expense (in crores)	Television	Newspape	r Magazine	Radio		
Samsung	Rs44	Rs 16	Rs	8 Rs 3	2		
iPhone	Rs 39		Rs	9 Rs 2	1.5		
Xiaomi	Rs 26	Rs 12	Rs	3 Rs 2	.5		
Орро	Rs 21	Rs 6	Rs	4 Rs 1	2		
Vivo	Rs 15		Rs		Rs 1		
Total product category advt. expenses for mobile industry Table B)	
TELEVISION	Reach	Ad Expense/N	Jonth	Ad insertion/m	onth		
ZEE TV	2.40/	Do 5 60 000		5			
Prime Time Serials Cooking show	34% 14%	Rs 5,60,000 Rs 3,70,000		5 4			
Singing contest show	31%	Rs 2,90,000		4			
		1.0 2,9 0,000		-			
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			