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## UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, May 2018

Program: BBA (DM+MM)

Subject (Course): Advertising & Sales Promotion

Course Code : MKTG 2007

No. of page/s: 4

Semester – IV

Max. Marks : 100

Duration : 3 Hrs

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Note: All sections are compulsory.

### Section – A (2x10=20 Marks)

Attempt all questions. (Each question carries 2 marks)

Q1.

a.) Which of the following personalities was NOT a part of the book *Creating minds* by Howard Gardner?

- i) Mahatma Gandhi
- ii) Newton
- iii) Picasso
- iv) Martha Graham

b.) Which of the following method is NOT a part of instilling brand preference strategy?

- i) Humor
- ii) Sex appeal
- iii) Light fantasy
- iv) Feel good

c.) Slice-of- life method achieves which of the following ad strategy?

- i) Brand loyalty
- ii) Brand recall
- iii) Brand preference
- iv) Brand image

d.) Which of the following method is not a part of the advertising strategy of ‘persuade the consumer’?

- i) Infomercial
- ii) Testimonial
- iii) Slogans and jingles

iv) Advertorial

e.) Which of the following sales promotion technique means same as lottery?

- i) Rebate
- ii) Premium
- iii) Sweepstake
- iv) Coupon

f.) Point of purchase advertising means \_\_\_\_\_

g.) Which of the following is NOT a pre-test message strategy?

- i) Magazine dummy
- ii) Eye tracking system
- iii.) Recall and recognition testing
- iv) Thought listings

h.) Which of the following is true for direct response advertising

- a.) Extended problem solving
- b.) Call or click now
- c.) Involvement of creative boutiques
- d.) Direct marketing

i.) The tagline for the controversial exit shoes advertisement was:

- a.) She will find it
- b.) It will look for itself
- c.) They'll find the way out
- d.) They will find it

j) Subliminal advertising means

- a.) Advertising with exaggeration
- b.) Advertising with hidden meanings
- c.) Advertising which is offensive
- d.) Advertising which has stereotyping

### **Section – B**

(4x5=20 marks)

**Attempt any four questions.**

Q1. What is creativity? Explain the work of Howard Gardner in his book 'Creative mind'.

Q2. Explain briefly post-test advertising research methods.

Q3. Explain the advantages and disadvantages of Television and Print media.

- Q4. Briefly explain the guidelines for making a copy for radio advertisement.  
Q5. Explain risks of sales promotion.

**Section – C**  
(2x15=30)

**Attempt any two questions**

Q1. With reference to the case “Mountain Dew: Selecting New Creative” explain the effectiveness of advertising strategy of Mountain Dew in reaching out to its target segment.

Q2. What is comparative advertising? Comment on the ethical issues with regard to comparative advertising in the case “Complan vs Horlicks”. Support your answer with other examples of comparative advertising.

Q3. Write two creative slogans (One in Hindi and the other in English) for the following products.

- a.) Sports shoes
- b.) Television
- c.) Contraceptive
- d.) Sun glasses
- e.) Nail Polish

**Section – D**  
(2x15=30 Marks)

Study the following data which exhibits the annual expenses (in crores) for four media options in the Mobile industry for *Samsung*, *iPhone*, *Sony Ericsson* and *Nokia* 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= 90, 000, 00**

**Q1.** Comment on the media mix expenses for **NOKIA** with regard to its competitors after calculating the following:

- (1) CPM
- (2) Share of voice

**(15 Marks)**

**Q2.** Give your suggestions for an optimum advantage in terms of CPRP which the advertiser for a *mobile brand* can get with regard to the given media channel choices and other competitors.

**(15 Marks)**

**Table A**

	Total annual Ad expense ( in crores)	Television	Newspaper	Magazine	Internet
Samsung	Rs24	Rs 17	Rs 8	Rs 3	Rs 1
iPhone	Rs 29	Rs 15	Rs 9	Rs 2	Rs 1
Sony Ericcson	Rs 16	Rs 12	Rs 3	Rs 2	Rs .5
Nokia	Rs 11	Rs 6	Rs 4	Rs 1	Rs .2
<b>Total product category advt. expenses for mobile industry</b>	<b>Rs 88</b>	<b>Rs 65</b>	<b>Rs 35</b>	<b>Rs16</b>	<b>Rs4</b>

**Table B**

	Reach	Ad Expense/Month	Ad insertion/month
<b>TELEVISION</b>			
<b>ZEE TV</b>			
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
<b>SONY TV</b>			
IPL	25%	Rs 6,50,000	6
Prime Time serials	24%	Rs 3,20,000	3
<b>NDTV</b>			
Big Fight	32%	Rs 4,80,000	3
Morning News	22%	Rs 4,40,000	2
<b>NEWSPAPER</b>			
The Hindustan Times	34%	Rs 1,40,000	4
Times of India	21%	Rs 90000	3
<b>MAGAZINE</b>			
News week	24%	Rs 1,40,000	5
India Today	30%	Rs 1,80,000	6
Frontline	18%	Rs 1,50,000	4
<b>INTERNET</b>			
Yahoo	16%	Rs 70,000	3
Rediff	15%	Rs 65,000	4