

Roll No. _____



University of Petroleum & Energy Studies
College of Management & Economics Studies
Bidholi Campus, Dehradun

Supplementary Examination- May 2017

Program Name: BBA (OG)
Subject: Advertising and Sales Promotion
Subject code: BBCM 153

Semester IV
M Marks: 100
Duration: 3 hours

SECTION A

Q1. Fill in the blanks (20 marks 2 marks for each)

- i) CPM stands for _____
- ii) Projective techniques include _____
- iii) A sales promotion technique in which a consumer gets a percentage of his money back after buying a large quantity is called _____
- iv) Vignette means _____
- v) Era in which advertising got respectability, fame, glamour and started to include role of science and technology was _____
- vi) AIO stands for _____
- vii) A print advt. generally consists of three parts which are _____
- viii) STP stands for _____
- ix) Advertising done for an entire umbrella of products manufactured by a corporate is called _____
- x) Which of the following process is done at the receiver's end?
 - a.) Encoding
 - b.) Decoding
 - c.) Both (a) and (b)
 - d.) None of the above

SECTION B

(4x5=20 Marks)

Q1. Write short notes on:

- a.) Advertising in 1920s
- b.) Role of Advertising in GDP

Q2. Differentiate between:

- a.) Post and pre advertising research with examples.
- b.) Puffery and deception with examples.

Q3. What is creativity? Explain with the help of creative triangle.

Q4. Outline the advantages and disadvantages between television and print advertising media.

SECTION C
(2x15=30 Marks)

Q1. Explain the advertisement message strategies, each with an example of real Indian advertisements that have used those strategies.

Q2. Comment on the ethical issues of advertising. Which of the ethical issues do you think is most serious with respect to Indian advertising? Explain with examples.

SECTION D
(2x15=30 marks)

Attempt both questions

The following photographs by Oliviero Toscani were used for advertising of UCB (United Colors of Benetton). From 1982 to 2000 advertisements by Toscani made UCB one of the most recognized brands in the world.

Q1. Study carefully Exhibit A- a picture of a black skinned boy holding a human bone in his hand. Do you think the photograph is controversial? Why or why not? Is there a message that Toscani is trying to convey through photographs like these? Do you think it is unethical for UCB to use such photographs for advertising?

(15 Marks)

Exhibit A



Exhibit B

Q2. Study the Exhibit B- a photo used to advertise for UCB in which three human hearts are shown and each labeled as white, black and yellow, depicting that the hearts belonged to white skinned, black skinned and yellow skinned people. Comment on the controversial aspects of this advertisement. What purpose or message this advertisement has? Do you approve of such ads? Why or why not?

(15 Marks)

