


Name:	
Enrolment No:	

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
Online End Semester Examination, December 2020

Course: Advertising and Sales Promotion
Course Code: MKTG2007
Program: BBA (Marketing Specialization)

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

SECTION A

- 1. Each question carries 5 Marks**
2. Instruction: State whether True or False / Choose the correct answer.

Sl. No.	Question	CO
Q.1.	Marketing Communications is a means by which firms attempt to inform, persuade, and remind consumers about the products and brands they sell. True/False	CO1
Q.2.	Advertising is a paid form of _____ presentation and promotion of ideas, goods and services by an identified sponsor via mass media. (a) personal (b) non-personal (c) none of the above choices	CO1
Q.3.	_____ advertising aims to create brand awareness and knowledge of new products or new features of existing products. (a) Informative (b) Persuasive (c) Reminder	CO2
Q.4.	Holding companies control many agencies as subsidiaries under their wing. True/False	CO2
Q.5.	The advantages of global marketing and advertising include: (a) economies of scale in production and distribution. (b) lower marketing and advertising costs because of reductions in planning and control. (c) lower advertising production costs. (d) All of the above choices.	CO3
Q.6.	Samples are a form of consumer oriented sales promotion. True / False	CO4

SECTION B

- 1. Each question carries 10 marks.**
2. Instruction: Write short / brief notes.

Q.7.	Summarize the characteristics of Sales Promotions and Personal Selling. Or Discuss any 2 players in the Communication World.	CO1
Q.8.	Discuss problems associated with Global Advertising. Or Summarize any 2 economic impacts of Advertising.	CO2

Q.9.	Summarize Advertising Creativity and it's importance.	CO3
Q.10.	Discuss any 2 types of advertising appeals. Or Summarize creative tactics for print advertising.	CO3
Q.11.	Discuss any 2 types of Consumer Oriented Sales Promotion Or Discuss any 2 types of Trade Oriented Sales Promotion	CO4
Section C		
<p>1. This section carries 20 Marks.</p> <p>2. Instruction: Write long answers.</p>		
Q.12.	<p><u>The Case of Irresponsible Advertising</u></p> <p>Choco Bon Bon brand of toffees has been recently launched. Its series of advertisements feature children. In one of them is shown a school where a big bully is being beaten by a cute looking small boy who gains super strength on popping in a Choco Bon Bon in his mouth. In another one is shown a small girl who insists her mother to buy Choco Bon Bon.</p> <p>Suddenly the office of the company is abuzz with rumors that the company may be forced to withdraw its ad campaign. This is because its chairman has reportedly received a letter from the National Women's Society which has branded its advertisements as being socially and ethically wrong and as promoting wrong concepts amongst children. The letter has threatened legal action if the company does not withdraw the ads forthwith.</p> <p>(a) Do you agree with the allegations of the National Women's Society? Support your answer.(10)</p> <p>(b) What should the company do now? (10)</p>	CO4