

Name:
Enrolment No:



UNIVERSITY WITH A PURPOSE

UNIVERSITY OF PETROLEUM & ENERGY STUDIES
End Semester Examination – December, 2021

Course: Advertising and Sales Promotion
Program: MBA (Mkt)
Course Code: MKTG 8013

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

Instructions: Attempt all sections.

S.No.	Section A (Type the Answers in the test box)	10Qx2M=20Marks	COs
Q1	A billboard or neon sign on the highway is a. PSA b. OTS c. Branded entertainment d. It is not an advertisement		CO1
Q2	Advertising has a a. Positive impact on GDP but negative impact on value b. Negative impact on GDP but positive impact on value c. No impact on GDP and value d. Positive impact on both GDP and value		CO1
Q3	A public service announcement is different from a usual advertisement message because: a. It is not on mass media b. It is not a persuasive message c. It is not paid for d. It does not call out for consumer action		CO1
Q4	Collectivism means -----		CO1
Q5	Puffery means -----		CO1
Q6	Magazine dummy is -----		CO1
Q7	CPRP is -----		CO1
Q8	CPM means a. Cost per million b. Cost per thousand c. Cost per hundred d. Cost per individual		CO1
Q9	Rebate means a. Discount b. Buy one get one free		CO1

	c. Money back offer d. Extra coupons		
Q10	Headline, sub head and body copy are important components of: a. TV ads b. Print ads c. Radio ads d. All of the above		CO1
	Section B (Scan and upload)	4Qx5M=20Marks	
Q1	Create 2 dialogue balloons for an ad research questionnaire that explores fast food consumption of consumers.		CO2
Q2	Briefly explain corporate advertising with an example.		CO2
Q3	Describe characteristics of advertisements in the 1970s era.		CO2
Q4	Briefly explain the risks of sales promotion.		CO2
	Section C (Scan and upload)	3Qx10M=30Marks	
Q1	Analyze top three controversial issues you witnessed in Indian advertising recently. Express your views to explain whether the controversies were justified or merely created with respect to each case.	10M	CO3
Q2	Discuss appropriate advertisement messages strategies that companies may use futuristically to advertise Covid vaccines. OR Discuss appropriate advertisement message strategies that Electric vehicles (EV) manufacturers may use to advertise EVs.	10M	CO3
Q3	Discuss role of Advertising industry in sponsorship of unethical media content.	10M	CO3
	Section D (Scan and upload)	2Qx15=30Marks	
Q1	Analyze gender stereotype in Indian and foreign advertisements with examples.		CO4
Q2	Analyze when does creativity work in advertisements and when it does not with close reference to concepts of flexibility, artistic value, originality, elaboration and synthesis. OR Write two creative taglines for following products. One of the taglines can be in Hindi language. a. Furniture b. Organic food c. Winter wear collection brand d. Moisturizing cream e. Sanitary napkins		CO4