

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTER OF BUSINESS ADMINISTRATION (M.B.A.)
EXAMINATION: DECEMBER- 2024
SEMESTER - III
Sub.: Advertising & Sales Promotion (MMM304)

Date : 14/12/2024**Total Marks : 60****Time: 10.00am to 12.30pm**

Instructions: 1) All questions are compulsory.
 2) Figures to the right indicate full marks.

- Q. 1. Write Short notes on (Any Three) (15)**
1. Publicity
 2. Trade Promotions
 3. DAGMAR
 4. Surrogate Advertising
 5. Consumer Promotions
- Q. 2. Answer in detail (Any One) (10)**
1. Elaborate various functions of advertising.
 2. Differentiate between advertising and sales promotion
- Q. 3. Answer in detail (Any One) (10)**
1. Discuss various types of Advertising Appeals.
 2. Media selection in advertising is influenced by many factors. Elaborate these factors.
- Q. 4. Answer in detail (Any One) (10)**
1. Several Indian brands have faced criticism for making exaggerated or false claims. Discuss Ethical Issues in Advertising.
 2. What are the various Pros and Cons of Social Media Advertising?
- Q. 5. Case study (15)**
- Cadbury Dairy Milk's "Kuch Meetha Ho Jaaye" campaign** positioned the chocolate as a sweet treat for every occasion. By tying the product to traditional Indian moments of celebration, the brand expanded its appeal beyond just children to include adults. The campaign included heartwarming TV commercials, where families celebrated small victories with Cadbury, supported by print and social media advertisements.

Questions:

1. What was the core message of the "Kuch Meetha Ho Jaaye" campaign?
2. How did Cadbury successfully position itself in Indian households for every day celebrations?
3. How did the campaign broaden Cadbury's target audience?