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BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

EXAMINATION: MAY - 2025

SEMESTER - IV

Sub.: Advertising & Sales Promotion (BBA23-415-MKTG)

Date : 24/05/2025

Total Marks : 60

Time: 2.00 pm to 4.30 pm

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

Q. 1. Choose the most appropriate option. (05)

- Which Indian regulatory body oversees ethical standards in advertising?
 - BCCI
 - ASCI
 - TRAI
 - FSSAI
- _____ was sued in 2025 for excessively long pre-film advertisements.
 - PVR Inox
 - Cinepolis
 - Carnival Cinemas
 - Sathyam Cinemas
- Which of the following is an example of a consumer-oriented sales promotion?
 - BOGO
 - Increased Commission
 - Bonus
 - Incentives
- Indian e-commerce giant _____ introduced "Super Value Days" to attract more customers with discounts.
 - Flipkart
 - Snapdeal
 - Amazon India
 - Myntra
- The luxury brand Louis Philippe used a _____ appeal with the tagline "Live the Luxe Life".
 - Fear
 - Humour
 - Status
 - Rational

Q. 2. State True / False (05)

- Under the Consumer Protection Act, 2019, celebrities can be held accountable for false endorsements.
a) True b) False
- The primary objective of advertising is to generate immediate sales rather than creating brand awareness
a) True b) False
- Surrogate advertising is often used in India to promote products restricted by law.
a) True b) False
- Traditional media like television and newspapers are no longer relevant in the digital age.
a) True b) False
- Humor appeal in advertising is always effective in increasing brand recall.
a) True b) False

Q. 3. Write Short notes on (Any Three) (15)

1. Outdoor Advertising
2. Transit Media
3. Emotional Appeal
4. Fear Appeal
5. Bollywood Celebrities for Promotion

Q. 4. Answer in detail (Any Two) (20)

1. What are the various types of media scheduling strategies
2. Describe elements of an Advertising Copy.
3. Discuss various emotional appeals used by advertisers. Quote appropriate examples to justify.
4. What are the objectives of Sales Promotions?

Q. 5. Case study (15)

Cadbury, one of India's most loved chocolate brands, has successfully positioned itself through effective advertising. In the early 1990s, chocolates were largely associated with children, and Cadbury aimed to change this perception by targeting adults as well. Their famous campaign **“Kuch Meetha Ho Jaaye”** (Let's have something sweet) positioned chocolates as a replacement for traditional Indian sweets. Additionally, their **Dairy Milk Cricket Ad**, where a young woman danced on the field after her boyfriend hit a winning shot, became iconic.

Sales Promotion Activities:

- **Festive promotions:** Special packaging and discounts during Diwali, Raksha Bandhan, and other Indian festivals.
- **Limited edition flavors:** Launching new flavors like "Cadbury Silk Mousse" to create excitement.
- **Retail tie-ups:** Partnering with supermarkets and e-commerce platforms for combo offers and discounts.

Questions:

1. What was the key objective behind Cadbury's “Kuch Meetha Ho Jaaye” campaign?
 2. How did the brand use emotions to connect with Indian consumers?
 3. What role do festivals play in Cadbury's sales promotion strategy?
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