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MASTER OF BUSINESS ADMINISTRATION (M.B.A.)
EXAMINATION: MAY - 2025
SEMESTER - III
Sub.: Advertising & Sales Promotion (MMM304)

Date : 27/05/2025**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. Fear Appeal
2. Slogan
3. Surrogate advertising.
4. AIDA
5. Publicity

Q. 2. Answer in detail (Any One) (10)

1. Discuss the various functions of advertising in modern marketing. Provide suitable examples.
2. Explain the DAGMAR approach to advertising. How does it help in designing effective advertising campaigns?

Q. 3. Answer in detail (Any One) (10)

1. What are the key ethical issues in advertising? Discuss with examples and suggest ways to ensure ethical advertising practices.
2. Describe various Trade Oriented Sales Promotion techniques.

Q. 4. Answer in detail (Any One) (10)

1. Describe elements of an Advertising Copy.
2. What are the objectives of Sales Promotions?

Q. 5. Case study: (15)

A retail chain, *SmartBuy*, is introducing a limited-time promotion for its line of kitchen appliances. The promotion includes discounts, free home delivery, and a chance to win a fully-equipped kitchen. The team is unsure of the scope of sales promotion and how to target the right customers.

Questions:

1. What is the importance and scope of sales promotion for SmartBuy's campaign?
2. What types of sales promotions should SmartBuy use to attract customers?
3. What are the objectives of sales promotion in this case?