

TILAK MAHARASHTRA VIDYAPEETH, PUNE
BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) (071)
EXAMINATION : DECEMBER - 2025
SEMESTER - IV

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

Date : 31/12/2025

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)

1. Advertising is primarily considered a part of
 - a) Production mix
 - b) Marketing mix
 - c) Financial mix
 - d) Distribution mix
2. The AIDA model stands for:
 - a) Attraction, Interest, Demand, Action
 - b) Attention, Information, Desire, Appeal
 - c) Attention, Interest, Desire, Action
 - d) Awareness, Intelligence, Demand, Action
3. DAGMAR focuses on:
 - a) Measuring advertising budgets
 - b) Defining goals and measuring results
 - c) Designing creative visuals
 - d) Choosing media plans
4. Which of the following is an ethical concern in advertising?
 - a) Giving free samples
 - b) Misleading claims
 - c) Using testimonials
 - d) Celebrity endorsements
5. Which of the following is *not* a type of advertising classification?
 - a) Product advertising
 - b) Institutional advertising
 - c) Government advertising
 - d) Media advertising

Q. 2. State True / False (05)

1. Advertising helps in creating brand awareness.
 - a) True
 - b) False
2. AIDA is used to measure advertising effectiveness.
 - a) True
 - b) False
3. Ethical advertising avoids false or misleading messages.
 - a) True
 - b) False
4. Print media has the widest reach among all media types
 - a) True
 - b) False
5. Media planning is essential for effective ad placement.
 - a) True
 - b) False

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

1. Advertising
2. AIDA Model
3. DAGMAR Approach
4. Copywriting
5. Media Planning

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

1. Define advertising and explain its importance in the marketing mix.
2. Discuss the objectives and characteristics of effective advertising.
3. Explain the functions and role of advertising in modern marketing
4. Describe the DAGMAR and AIDA approaches with examples.

Q. 5. Case study (15)

FreshMint launches a new toothpaste claiming *whiter teeth in 10 days*. The company uses TV, digital ads, and print media. However, customers complain that the results are not as promised. Competitors highlight these complaints using social media. FreshMint is now reviewing its advertising strategy, especially the ethics of its claims and the type of appeal used. The brand also wants to redesign its copy to appear more credible.

Questions:

1. Identify the ethical issue involved in FreshMint's advertising.
 2. Which type of advertising appeal is FreshMint likely using?
 3. Suggest improvements FreshMint should make in its copywriting and advertising approach.
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