

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTER OF BUSINESS ADMINISTRATION (M.B.A.)
EXAMINATION: DECEMBER - 2025
SEMESTER - III
Sub.: Advertising & Sales Promotion (MMM304)

Date : 26/12/2025**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. Write Short notes on (Any Three) (15)**
1. Advertising Media Types
 2. Surrogate advertising.
 3. Publicity
 4. DAGMAR Model
 5. Celebrity Endorsements
- Q. 2. Answer in detail (Any One) (10)**
1. Discuss the different objectives of advertising. How do informative , persuasive, and reminder advertising contribute to a brand's growth?
 2. What is the AIDA model? Discuss how the stages of Attention , Interest, Desire, and Action are applied in an advertising campaign.
- Q. 3. Answer in detail (Any One) (10)**
1. Describe various Trade Oriented Sales Promotion techniques.
 2. What are the various types of sales promotions? Discuss the differences between consumer-oriented, trade-oriented, and sales force-oriented sales promotions, with example.
- Q. 4. Answer in detail (Any One) (10)**
1. What are the objectives of Sales Promotions?
 2. What are the different types of sales promotion? Explain consumer-oriented sales promotions in detail.
- Q. 5. Case study: (15)**

A leading technology company is preparing to launch its new Smartphone model, which features a highly advanced camera system, faster processing speed, and a sleek design. The company has allocated a significant portion of its marketing budget to advertising, aiming to create maximum awareness and generate sales in a competitive market. The marketing team must devise a creative strategy to effectively communicate the product's features to a broad audience, including millennial and tech enthusiasts. The company opts for a multi-channel approach, using television, social media, and online ads to target their audience. The creative team develops a series of ads that emphasize the Smartphone's cutting-edge camera capabilities, focusing on its ability to capture high-quality photos and videos in various lighting conditions. A short, engaging tagline – "Capture Life in Every Detail" – is crafted to resonate with the audience. The copywriting is crisp, highlighting key features with a focus on emotional appeal to connect with the viewers. The advertising budget is allocated based on reach and frequency, ensuring the campaign

runs during peak shopping seasons and on platforms popular with the target demographic. The company also decides to test the ad copy with focus groups to determine which version drives more engagement.

Questions:

1. How did the company use creative strategy and copywriting to highlight the Smartphone's key features? Discuss how the choice of language and the tagline "Capture Life in Every Detail" contributes to the campaign's success.
 2. Why is it important to conduct advertising copy testing in the case of this Smartphone launch? How would the feedback from the focus group help in refining the ad before it is launched on a larger scale?
 3. Describe the role of the advertising budget in this campaign. How does the allocation of budget to multiple channels (TV, social media, and online ads) support the overall marketing strategy and ensure effective reach?
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