

TILAK MAHARASHTRA VIDYAPEETH, PUNE
BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) (071)/
BSC IN BUSINESS ADMINISTRATION (755)
EXAMINATION : MAY - 2026
SEMESTER - IV
Sub.: Advertising & Sales Promotion
(BBA23-415-MKTG/BBA24-415MKTG/BSBA24-415MKTG)

Total Marks : 60

Date : 20/05/2026
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)

- Advertising is a _____ form of communication used to promote goods and services.
 - Non-personal
 - Regional
 - Personal
 - Colonial
- The AIDA model stands for Attention, Interest, _____ and Action.
 - Determination
 - Desire
 - Disinction
 - Difference
- Consumer oriented sales promotion includes coupons, discounts and _____.
 - Back to Back
 - Incentives
 - Cash Back
 - Commission
- Internet is an example of _____ media.
 - Audio-Visual
 - Transit
 - Outdoor
 - Visual
- _____ appeal is used to make ads funny.
 - Humour
 - Tumor
 - Havmor
 - Rational

Q. 2. State True / False

(05)

1. Ethical advertising avoids misleading information.
a) True b) False
2. Target audience is not considered while media planning.
a) True b) False
3. Print media includes newspapers and magazines.
a) True b) False
4. Advertising does not need creativity to convince audience.
a) True b) False
5. Sales promotion only targets final consumers.
a) True b) False

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

(15)

1. Types of Transit media
2. Types of Trade Sales Promotion
3. Women in advertisements
4. Children in Advertisements
5. AIDA

Q. 4. Answer in detail (Any Two)

(20)

1. Explain characteristics of advertising.
2. What are the various functions of advertising?
3. Discuss social and ethical issues in advertising with detailed examples.
4. What are the advantages and disadvantages of print media?

Q. 5. Case study

(15)

A new organic skincare brand from Netherlands “**Pure Glow Naturals**” is planning to launch its skincare products in India. The company wants to create awareness among young consumers aged 18-35. The marketing team is considering social media advertising, influencer marketing and in-store promotional offers.

Questions:

1. Suggest a suitable advertising appeal for the target audience if you are using social media.
 2. Do you think influencer marketing will help sell the skincare products of **Pure Glow Naturals**? If yes, justify your answer.
 3. Recommend some in-store promotional offers to increase product sale.
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