

TILAK MAHARASHTRA VIDYAPEETH, PUNE

MASTER OF BUSINESS ADMINISTRATION (M.B.A.)

EXAMINATION: MAY - 2026

SEMESTER - III

Sub.: Advertising & Sales Promotion (MMM304)

Date : 30/05/2026

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. Transit Media
2. Radio as a powerful advertising media.
3. Fear Appeal
4. Bollywood Celebrities for Promotion
5. Public Service Advertising

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

1. Discuss various emotional appeals used by advertisers. Quote appropriate examples to justify.
2. Explain the AIDA approach to advertising. How does it help in designing effective advertising campaigns?

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

1. Explain various objectives of Sales Promotions.
2. Describe elements of an Advertising Copy.

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

1. Explain various Consumer Oriented Sales Promotion techniques.
2. Discuss key ethical issues in advertising and suggest ways to ensure ethical advertising practices.

Q. 5. Case study: (15)

A well-known soft drink brand "PowerSip", widely popular among teenagers and young adults, launched a new marketing campaign promoting its latest energy drink. The advertisement showcased young individuals consuming the drink and immediately experiencing an extreme surge in energy, enabling them to perform physically demanding tasks such as running faster, lifting heavy objects effortlessly, and excelling in sports activities. The ad's tagline emphasized that drinking the soft drink could provide "instant energy and unbeatable stamina."

The campaign was broadcasted across multiple media platforms, including television, social media, and print advertisements, targeting school and college-going teenagers. The brand collaborated with influencers and sports personalities to reinforce its claims and boost credibility.

Shortly after the advertisement aired, health experts and consumer rights groups raised concerns about the misleading nature of the claims. Several parents, teachers, and nutritionists argued that the soft drink contained high sugar and caffeine content, which could potentially have negative health effects rather than providing genuine energy or stamina. Many consumers, especially health-conscious individuals, criticized the brand on social media, calling out the **false promises and unrealistic representation of energy-boosting effects.**

Questions:

1. What ethical issues are present in this case?
2. How should brands ensure ethical advertising?
3. What could be the consequences of misleading advertisements for a brand?