

Name:	 UPES UNIVERSITY WITH A PURPOSE
Enrolment No:	

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, December 2019

Course: Advertising & Sales Promotion	Semester III
Program: BBA Core Marketing	Time: 3.00 hours
Course code: MKTG 2007	Max. Marks: 100
Instructions: Answer all Questions	

SECTION A
(5X4 Marks Each - 20 Marks)

1)	Explain why Media planning is important in Advertising	4	CO2
2)	Describe the merits & demerits of electronic media	4	CO2
3)	What is advertising ? State and explain its nature & scope in the changing business scenario?	4	CO1
4)	Discuss the Social & legal issues in Advertising?	4	CO2
5)	What is an Advertising Agency ? How does it function?	4	CO3
		20	

SECTION B **(4* 5 Marks Each -20 Marks)**
(Short Notes on the following)

6)	How can advertising effectiveness be measured? Why is it measured?	5	CO2
7)	Explain the importance of art & layout in advertising ?	5	CO2
8)	What is the difference between selling & marketing?	5	C02
9)	Please compare the advantages & disadvantage of Public Relations & Publicity	5	C03

SECTION-C **(3* 10 Marks Each- 30 Marks)**

10.	‘Advertising provides reason to buy .While sales promotion provides incentive to buy’.Elaborate the discussion on the comparative objectives of sales promotion & advertising.	10	C04
11	‘Advertising leads to increase in the price of product & service’,Do you agree ?.Please discuss with examples.	10	C05

12	Discuss the various methods of setting advertising budget ?	10	C04
	SECTION-D (2x15 marks each)	(2x15)	30
13	A leading Consumer company wishes to diversify into food products and has identified potato,corn & cheese snacks for urban markets.Assume you are the Product manager of this firm and evolve a suitable sales promotion strategy for successful launch of the snack food range.	15	C05
14	A company wishes to launch a new tooth paste which can effectively prevent tooth decay & cavities .but the Toothpaste market is too crowded with multiple brands .Please work on a Marketing Communication Strategy to create an Impact on the minds of the consumers for this new Toothpaste.	15	C05
		30	