

Name:
Enrolment No:



UNIVERSITY OF PETROLEUM & ENERGY STUDIES
Online End Semester Examination – Dec, 2020

Course: Strategic Advertising and Sales Promotion
Program: MBA (Mkt)
Course Code: MKTG 8003

Semester: III
Time: 03 hrs.
Max. Marks:100

SECTION A

1. Each Question will carry 5 Marks
2. Instruction: Complete the statement/Select the correct answer (s)

S.No.	Question	COs
Q1	A public service announcement cannot be categorized as an advertisements because: a. It is not on mass media b. It is not a persuasive message c. It is not paid for d. It does not look like an advertisement	CO1
Q2	Call or click now is an example of: a. Secondary demand stimulation b. Delayed response advertising c. Direct response advertising d. Corporate advertising	CO1
Q3	Age of VCR, laser disc, polyester, disco, and driving is characteristics of: a. 1920s era b. 1950s era c. 1970s era d. 1990s era	CO1
Q4	Four basic cultural values are -----	CO1
Q5	Components of creative triangle are -----	CO1
Q6	An example of light fantasy advertisement can be -----	CO2
SECTION B		
1. Each question will carry 10 marks 2. Instruction: Write short/brief notes		
Q7	Give at least five samples of dialogue balloons which explores the cultural mindset of people to design advertisement strategy for a soft drink.	CO2
Q8	Discuss puffery and deception in advertising with at least 2 examples for each concept.	CO3
Q9	Discuss appropriate messages strategies you may use for advertising Covid vaccine. You may support your answer with examples of advertisements that use strategies for advertising pharmaceutical products.	CO3

Q10	Discuss the suitability of sales promotions techniques you have studied for FMCG products.	CO4
Q11	Discuss suitability of media vehicles for advertising a Jewelry brand.	CO4
	SECTION C 1. Each Question carries 20 Marks 2. Instruction Write long answer.	
Q12	<p>With reference to the case ‘Fair and Lovely: Dark is beautiful’ analyze the color complex of the Indians. Critically evaluate on the basis of your analysis if the color complexes would continue to exist in the future generations of India.</p> <p style="text-align: center;">OR</p> <p>Write two creative taglines for following products. One of the taglines can be in Hindi language.</p> <ol style="list-style-type: none"> a. Soft drink b. Mobile c. Contraceptive d. Lipstick e. Sports shoes 	CO5