

Name:	
Enrolment No:	

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, December 2018

Course: Strategic Advertising and Sales Promotion

Semester: III

Programme: MBA (Marketing)

Course Code: MKTG8003

Time: 03 hrs.

Max. Marks: 100

Instructions: All sections are compulsory. Students are allowed to use calculator for this paper.

SECTION A

S. No.		Marks	CO
Q 1	Attempt all questions. Each question carries 2 marks.	20	
	<u>Section – A (20 Marks)</u>		
	<p>Q1.</p> <p>a.) Which of the following personalities was a part of the book <i>Creating minds</i> by Howard Gardner?</p> <p style="margin-left: 20px;">i) Galileo ii) Newton iii) Rabindranath Tagore iv) Martha Graham</p> <p>b) Which of the following method is not a part of instilling brand preference strategy?</p> <p style="margin-left: 20px;">i) Humor ii) Sex appeal iii) Fear appeal iv) Feel good</p> <p>c.) Humor method achieves which of the following ad strategy?</p> <p style="margin-left: 20px;">i) Brand loyalty ii) Brand recall iii) Brand preference iv) Brand image</p> <p>d.) CPRP means _____</p> <p>e.) Which of the following sales promotion technique means same as money back policy?</p>		CO1 CO2

	<p>i) Rebate ii) Premium iii) Sweepstake iv) Coupon</p> <p>h.) State of being out of synch or asynchronous means _____</p> <p>i.) The tagline for the controversial exit shoes advertisement was:</p> <p>i) She will find it ii) It will look for itself iii) They'll find the way out iv) They will find it</p> <p>j.) PT Barnum era was between: i) 1918-1929 ii) Pre 1800 iii) 1875-1918 iv) 1800-1875</p> <p>i) Advertising has a _____ effect on the GDP</p> <p>j) The era in which advertising was perceived as ugly and villainous was _____</p>		
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SECTION B

	<i>Attempt any 4 questions</i>		
Q1.	Explain creativity with the help of creative triangle concept.	5	CO3
Q2.	Discuss the advantages and disadvantages of Television and radio media.	5	CO1,2
Q3.	Outline the important points that need to be kept in mind while writing a copy for print	5	CO1,2
Q4.	Explain briefly the formulation of various advertising positioning strategies	5	CO1,2
Q5.	Briefly explain the risks of sales promotion	5	
Q6.	Briefly explain the post-test advertising research methods.	5	CO ,2,3

SECTION-C

	<i>Attempt any two questions.</i>		
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Q1.	With reference to, the case, 'Fair and lovely' analyze the role of advertising in contributing to racism against dark skinned people with examples. What advertising strategy do you suggest to avoid the stereotyping of dark skinned people as inferior?	15	CO3,4
Q2.	With reference to the case 'Creativity in advertising; When it works and when it doesn't' explain the creativity model (TTCT) test given by Torrance. Which creative dimensions work best for the advertisements w.r.t. the different products?	15	CO3,4
Q3.	Write creative slogans (Two slogans for each product) for the following categories: a.) Soap b.) Sun glasses c.) Jeans d.) Jewelry e.) Watch	15	CO4,5
SECTION-D			
Q	<i>Attempt all questions.</i>		
Q1.	Study the following data which exhibits the annual expenses (in crores) for three media options in the electronics industry for Sony, <i>Toshiba</i> , <i>Hitachi</i> , and <i>Samsung</i> in table A. Table B gives the reach and ad expenses for the respective ad insertions for some programs on monthly basis for various media options available. Answer both questions after studying the data. Total audience = 90, 000, 00 Compare and contrast the advertising expenses of <i>Toshiba</i> in the different media in terms of its cost efficiency in reaching its target consumers with its competitors after calculating the following: (20 Marks) (1) CPM (2) Share of voice Comment also on the appropriateness of the media expenses of the brands based on the product category (i.e. electronics) advertised.	20 M	CO4,5
Q2.	Give your suggestions for an optimum advantage (monthly) in terms of the CPRP calculations which the advertiser for an electronics brand can get with regard to the given programs or pages in the respective media channel choices.	10 M	CO4,5

Table A

	Total annual Ad expense of electronics industry for all media (in crores)	Television	Newspaper	Magazine
Sony	Rs 11	Rs 6	Rs 3	Rs 1
Toshiba	Rs 9	Rs 4	Rs 2	Rs 2
Hitachi	Rs 7	Rs 5	Rs .50	Rs .30
Samsung	Rs 10	Rs 5	Rs 2	Rs 2
Others	Rs 23	Rs 5	Rs. 7.5	Rs 4
Total product category advt. expenses for electronics industry	Rs 60	Rs 35	Rs 18	Rs 12

Table B

	Reach	Ad Expense per insertion	Ad insertion/month
TELEVISION			
ZEE TV			
Prime Time Serials	34%	Rs 46,000	5
Reality show	24%	Rs 37,000	4
Hindi Movie	31%	Rs 29,000	4
Color Plus			
India's got Talent	35%	Rs 65,000	6
Prime Time serials	24%	Rs 32,000	3
NDTV			
Big Fight	32%	Rs 88,000	3
Gadget Guru	25%	Rs 74,000	2
NEWSPAPER			
The Hindustan Times	23%	Rs 14,000	4
Times of India	34%	Rs 9,000	3
MAGAZINE			
News week	24%	Rs 14,000	5
India Today	30%	Rs 18,000	6
Frontline	18%	Rs 15,000	4

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SECTION A

S. No.		Marks	CO
Q 1	Attempt all questions. Each question carries 2 marks.	20	
	<p>a.) Which of the following personalities was NOT a part of the book <i>creating minds</i> by Howard Gardner?</p> <ul style="list-style-type: none">i) Newtonii) T.S.Eliottiii) A.Einsteiniv) Martha Graham <p>b.) Which of the following method is not a part of instilling brand loyalty?</p> <ul style="list-style-type: none">i) Slice-of-lifeii) Light fantasyiii) Fear appeal <p>c.) Humor method achieves which of the following ad strategy?</p> <ul style="list-style-type: none">i) Brand loyaltyii) Brand recalliii) Brand preferenceiv) Brand image <p>d.) CPM means</p> <hr/> <p>e.) Which of the following sales promotion technique means same as money back policy?</p> <ul style="list-style-type: none">i) Rebateii) Premiumiii) Sweepstakeiv) Coupon		CO1 CO2

	<p>f.) State of asynchrony in creative triangle means _____</p> <p>g.) Magazine dummy is _____</p> <p>h.) Example of Direct response advertising can be _____</p> <p>i.) The tagline for the controversial exit shoes advertisement was:</p> <p>i) She will find it ii) It will look for itself iii) They'll find the way out iv) They will find it</p> <p>j.) Era when science and technology surfaced in advertising strategies is:</p> <p>i) 1918-1929 ii) Pre 1800 iii) 1875-1918 iv) 1800-1875</p>		
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SECTION B

	<i>Attempt any 4 questions</i>		
Q1.	Explain important points to be keep in mind for writing a copy for television advertisement.	5	CO3
Q2.	Briefly, explain the characteristics of advertisements in the 1970s era?	5	CO1,2
Q3.	What are different types of advertising agencies? Explain each briefly.	5	CO1,2
Q4.	Name a few regulatory agents for advertising. What is the role of these agencies?	5	CO1,2
Q5.	Explain the objectives of sales promotion	5	CO2
Q6.	Explain pre-test message tracking techniques	5	CO ,2,3

SECTION-C

	<i>Attempt any two questions.</i>		
Q1.	With reference to, the case, 'Fair and lovely' analyze the role of advertising in contributing to racism against dark skinned people with examples. What advertising strategy do you suggest to avoid the stereotyping of dark skinned people as inferior?	15	CO3,4

Q2.	With reference to, the case ‘Beavis and butthead’ discuss the importance of television content for the advertising industry. Analyze the ethical angle w.r.t. the case.	15	CO3,4
Q3.	Make two creative taglines for each of the following products. One of the taglines can be in Hindi a.) Bike b.) Lap top c.) Maggi d.) Sport Shoes e.) Shampoo	15	CO4,5

SECTION-D

Q	<i>Attempt all questions.</i>		
	<p>Study the following data which exhibits the annual expenses (in millions) for four media options in the television industry for Sony, Samsung, Hitachi, and LG in table A. Table B gives the reach and ad expenses for the respective ad insertions for some programs on monthly basis for various media options available. Suggest the media mix strategy for Samsung with regard to its competitors after calculating the following:</p> <p>(3) CPM (4) CPRP (5) Share of voice</p> <p>Total audience= 80, 000, 00</p> <p>Give your suggestions for an optimum advantage in terms of the above calculations which the advertiser for Samsung can get with regard to the given media channel choices and other competitors.</p>	30 M	CO4,5

Table A

	Total annual Ad expense in million	Television	Newspaper	Magazine	Ir
Sony	\$210	\$107	\$28	\$30	
Samsung	\$190	\$75	\$29	\$24	\$
Hitachi	\$166	\$68	\$38	\$25	
LG	\$117	\$46	\$40	\$15	
Total product category advt. expenses for Lap top computer industry	\$678	\$465	\$290	\$206	

Table B

TELEVISION	Reach	Ad Expense/Month	Ad insertion/month
ZEE TV			
Prime Time Serials	34%	\$ 56,000	5
Cookery show	14%	\$ 37,000	4
Singing contest	31%	\$ 29,000	4
SONY TV			
Crime Patrol	25%	\$ 65,000	6
Prime Time serials	24%	\$ 32,000	3
NDTV			
Big Fight	32%	\$ 48,000	3
Morning News	22%	\$ 44,000	2
NEWSPAPER			
The Hindustan Times	34%	\$ 14,000	4
Times of India	21%	\$ 9,000	3
MAGAZINE			
News week	24%	\$ 14,000	5
India Today	30%	\$ 18,000	6
Frontline	18%	\$ 15,000	4
INTERNET			
Yahoo	16%	\$ 7,000	3
Rediff	15%	\$ 6,500	4