

Name:

Enrolment No:



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

Course: Strategic Advertising and Sales Promotion

Programme: MBA (Marketing)

Time: 03 hrs.

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

Semester: III

S. Code: MKTG 8003

Max. Marks: 100

SECTION A

S. No.		Marks	CO
Q 1	Attempt all questions. Each question carries 2 marks.	20	
	<p style="text-align: center;">Section A</p> <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) Igor Stravinskyii) Galileoiii) A.Einsteiniv) Mahatma Gandhi <p>b.) Which of the following method is not a part of instilling brand preference?</p> <ul style="list-style-type: none">i) Slice-of-lifeii) Feel goodiii) Humoriv)Sex appeal <p>c.) Repetition 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> <ul style="list-style-type: none">i) Consumer per messageii)Cost per thousandiii)Consumer per mediaiv)Cost per media <p>e.) Which of the following sales promotion technique means same as money back policy?</p> <ul style="list-style-type: none">i) Rebateii) Premium		<p style="text-align: center;">CO1 CO2</p>

	<p>iii) Sweepstake iv) Coupon</p> <p>f.) State of asynchrony in creative triangle means” i) Not creative at all ii) State of balance iii) State of imbalance iv) None of the above</p> <p>g.) Tachistoscope is: i) Instrument to test perceptual selectivity ii) Instrument to test pulse rate iii) Instrument to test recall iv) None of the above</p> <p>h.) FTC, NARB, NAD are: i) Ad agencies ii) Regulatory agencies iii) Ad institutions iv) None of the above</p> <p>i) Surrogate advertising is generally used for: a.) Detergents b.) Advertising banned products like alcohol and cigarettes c.) Advertising on movies d.) Advertising on print</p> <p>j.) Era when science and technology surfaced in advertising strategies is: 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 kept in mind for writing a copy for radio advertisement.	5	CO3
Q2.	Briefly explain the characteristics of advertisements in the 1920s era?	5	CO1,2
Q3.	Differentiate with examples between: a.) Deception and puffery	5	CO1,2


	b.) Direct response and delayed response advertisement		
Q4.	Name a few regulatory agents for advertising. What is the role of these agencies?	5	CO1,2
Q5.	Explain the risks of sales promotion.	5	CO2,3

SECTION-C

Attempt any two questions.

Q1.	Analyze and do a critical appreciation of any the unethical issues in the following advertisements.		
		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.	<p>Make two creative taglines for each of the following products. One of the taglines can be in Hindi</p> <ul style="list-style-type: none"> a.) Bike b.) Lap top c.) Maggi d.) Sport Shoes e.) Shampoo 	15	CO4,5
SECTION-D			
	<i>Attempt all questions.</i>		
Q1.	<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 LG with regard to its competitors after calculating the following:</p> <ul style="list-style-type: none"> (1) CPM (2) CPRP (3) Share of voice <p>Total audience= 60, 000, 00</p>	30 M	CO4,5

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.

Table A

	Total annual Ad expense in million	Television	Newspaper	Magazine	Internet
Sony	\$210	\$107	\$28	\$30	
Samsung	\$190	\$75	\$29	\$24	\$62
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

	Reach	Ad Expense/Month	Ad insertion/month
TELEVISION			
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