

Name:
Enrolment No:



UNIVERSITY OF PETROLEUM & ENERGY STUDIES
Online End Semester Examination – May, 2021

Course: Advertising and Sales Promotion
Program: BBA (DM)
Course Code: MKTG 2007

Semester: IV
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	Advertisements first got respectability and fame in: a. 1920s b. 1930s c. 1980s d. 2000s	CO1
Q2	Deception in advertisements is a. Legal b. Ethical c. Both illegal and unethical d. Legal and ethical both	CO1
Q3	The statement 'I prefer taking most of the decisions myself' reflects which of the following values: a. Collectivism b. Technology c. Individualism d. Social orientation	CO1
Q4	A state of 'asynchrony' in creative triangle means -----	CO1
Q5	Which of the following is not a part of Howard Gardner's book Creating minds? a. M. Gandhi b. Igor Stravinsky c. Newton d. Einstein	CO1
Q6	Slogans and Jingles achieve which of the following objective of ad strategy? a. Brand recall b. Brand image c. Brand loyalty d. None of the above	CO1

	SECTION B	
	1. Each question will carry 10 marks 2. Instruction: Write short/brief notes	
Q7	What are dialogue balloons? Make 5 dialogue balloons for making an advertisement for a mobile.	CO2
Q8	Discuss puffery and deception in advertising with at least 2 examples for each concept.	CO2
Q9	Discuss the Public service announcement strategies for preventing Corona virus in public. How these strategies would be different from advertisement of covid vaccine?	CO3
Q10	Can everyone be creative? Discuss with the help of creative triangle.	CO3
Q11	Discuss suitability of media vehicles for advertising an Insurance company ad.	CO3
	SECTION C	
	1. Each Question carries 20 Marks 2. Instruction Write long answer.	
Q12	<p>With reference to the case '<i>Ads by Kids Not for kids</i>' analyze the ethical issues in using kids for products that are not meant for kids. Support your answer with at least ten advertisement examples that have used kids to advertise products.</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. Coffee b. Music system c. Shampoo d. Nail polish e. Furniture 	CO4