



Name:

Enrolment No:

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, May 2022

Course: Advertising and Sales Promotion

Program: BBA DM + BBA Mkt

Course Code: MKTG2007

Semester: IV

Time : 03 hrs.

Max. Marks: 100

Instructions:

**SECTION A
10Qx2M=20Marks**

S. No.		Marks	CO
Q 1	Statement of question	20	CO1
	(i) Advertising has a positive impact on GDP? a. True b. False (ii) Which of the following is an ad? a. Communication message on TV to buy Covieshield booster vaccine b. Communication message on newspaper for polio drops c. Message by PM Modi on Twitter to wear masks d. Communication message on Radio for social distancing (iii) The statement 'I like to go rafting and trekking every week end' reflects which of the following values: a. Collectivism b. Modernism c. Individualism d. Adventure (iv) An example of an informercial is----- (v) 'The best a man can get' is tagline for? a. Apple b. Toyota c. Gillete d. Coke (vi) 'Humor' and 'feel good ads' achieves which of the following ad strategy objectives? a. Brand recall b. Brand image		

	<p>c. Brand preference d. Brand loyalty</p> <p>(vii) ‘Subliminal’ advertising means a.) Advertisement with ‘humor’ strategy b.) Advertisement with ‘slice-of-life’ strategy’ c.) Advertisement with hidden meaning d.) Advertisement with western theme</p> <p>(viii) Three elements of creative triangle are (a.) Individual, Other people, Ad Managers (b.) Ad Managers, Individual, Work (c.) Individual, Other people, Work (d.) Ad Managers, Work, Individual</p> <p>(ix) Puffery means (a) An ad that describes the comparative features of brands (b) A series of ad on a common theme (c) An ad that is based on exaggeration or fantasy (d) An ad that is unethical</p> <p>(x) Rebate means (a) Discount (b) Lottery (c) Money back offer (d) Buy one get one free</p>		
--	---	--	--

SECTION B
4Qx5M= 20 Marks

Q	Statement of question	20	CO2
Q1.	Briefly explain the terms- ‘reliability’ and ‘validity’ in context of advertising research.	5	
Q2.	Design a Public service announcement for public to wear masks and maintain social distancing to prevent spread of Covid-19.	5	
Q3.	Briefly explain the necessary guidelines for writing a copy for a print advertisement.	5	
Q4.	Briefly explain the similarities that Howard Gardner identified for extreme creativity in the 7 greatest creative minds of the 20 th century.	5	

SECTION-C
3Qx10M=30 Marks

Q	Statement of question	30	CO3
Q1.	<p>Do you think comparative advertisements should be banned? Support your answer with at least five examples where comparative advertising depicted the competitive brands in an unethical manner.</p> <p style="text-align: center;">OR</p> <p>Comparative advertising is justified and gives proper information to the consumer. Discuss the statement with at least five examples of comparative advertisements that creatively compared the brands without being unethical.</p>	10	
Q2.	Discuss whether children should be allowed to advertise for products that are not meant for kids. Support your answer with relevant examples.	10	
Q3.	Re-branding of ' <i>Fair and lovely</i> ' to ' <i>Glow and lovely</i> ' is a good strategy by Unilever and the product no longer has issues of skin color racism. Discuss with examples of fairness cream advertisements pre and post re-branding.	10	
SECTION-D 2Qx15M= 30 Marks			
Q	Statement of question	30	CO4
Q1.	<p>Study the text and answer the question that follow.</p> <p>Delhi HC dismisses Red Bull's plea to bar Pepsi from using tagline In 2018, Red Bull had filed a trademark suit in the high court for its mark "Vitalizes Body and Mind." against PepsiCo's use of its tagline "Stimulates Mind. Energizes Body" <u>Follow us on</u></p>	15	



Delhi High Court

The Delhi High Court has dismissed an application by Red Bull seeking to injunct Pepsi from using tagline "Stimulates Mind. Energizes Body." for its energy drink Sting.

The court said plaintiff Red Bull has failed to establish a prima facie case in its favour and balance of convenience is also in favour of defendant [Pepsico](#) India Holdings Pvt Ltd for not granting interim injunction as the products of the defendants have been selling in the market with this tagline for almost five years.

Red Bull sought interim injunction against Pepsico, restraining it from using the tagline "Stimulates Mind. Energizes Body.", which is claimed to be deceptively similar to the plaintiff's registered trademark/ tagline "Vitalizes Body And Mind".

"Both the taglines used by the plaintiff and the defendants are descriptive and laudatory in nature. Whether the tagline of the plaintiff has acquired distinctiveness or secondary meaning in respect of the plaintiff's products can only be established at the stage of trial," Justice Amit Bansal said.

In 2018, Red Bull had filed a trademark suit in the high court for its mark "Vitalizes Body and Mind." against PepsiCo's use of its tagline

	<p>"Stimulates Mind. Energizes Body" for its energy drink product Sting.</p> <p>Red Bull claimed that the marks are similar and Pepsi's use of "Stimulates Mind. Energizes Body." amounts to infringement and passing off its trademark - "Vitalizes Body and Mind". It had argued that the mark had acquired distinctiveness and secondary meaning, thus entitled to protection.</p> <p>Pepsi, represented by J Sagar Associates, defended its use of the tagline as being descriptive of the product and thus no action for infringement can lie. Pepsi had argued that Red Bull's trademark itself is invalid since it is in contravention of Section 9 of the Trade Marks Act.</p> <p>Study the two taglines of Red Bull and Pepsi and analyze the judgement of High court in dismissing the plea of Red Bull. Discuss if Pepsi could have had better taglines to avoid the court case.</p> <p style="text-align: center;">OR</p> <p>Discuss at least three different examples where companies have gone to court and challenged each other's ad campaigns. Give your analyses in favor or against the companies fighting court cases.</p>		
Q2.	<p>Write two creative taglines for each of the following product categories:</p> <ol style="list-style-type: none"> 1) Watch 2) Music system 3) Biscuits 4) Juice 5) Soap 	15	