

S.D.E.
B.B.A. (2006 Course) Sem-VI : SUMMER - 2019
SUBJECT: ELECTIVE – III: b) ADVERTISING & SALES PROMOTION
(MARKETING)

Day Tuesday
Date 07/05/2019

Time 10.00 AM TO 1.00 PM
Max. Marks : 80

S-2019-4933

N.B.:

- 1) Attempt any **FOUR** questions from Section –I Each question carries **12** marks
- 2) Attempt any **TWO** questions from Section –II Each question carries **16**marks
- 3) Answer to each section should be written in **SAME** answer books

SECTION- I

- Q.1** What is an advertising Agency? Explain criteria for selection of an advertising agency.
- Q.2** Discuss the role and influence of society and culture in advertising
- Q.3** Discuss in length the merits and demerits of the use of electronic media for advertising
- Q.4** “Publicity” is an essential part of the promotion mix, but the drawback is that it cannot be controlled. Discuss the demerits of publicity
- Q.5** Write short notes on: (Any **TWO**)
- a) Legal issue of advertising
 - b) Advertising in hotel industry
 - c) Objectives of advertising

SECTION- II

- Q.6** You are a manager of a star hotel located at a beautiful hill station Mahableshwar and you notice a drop in tourists in the monsoon season, you plan to start a promotion campaign. Design a sales promotion campaign for the promotion of the hotel during the monsoon season.
- Q.7** As an expert of the advertising industry you are expected to give you client advice on the merits and demerits of the use of print media of advertising. (your client is a leading luxury car manufacturer)
- Q.8** Apple has all of a sudden realized that India is a big market for it and found a new segment of the youth who love to be associated with iphone. Design the sales promotion plan for the launch of the iphone 8 in India to the new segment

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