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**SIDDHARTH INSTITUTE OF ENGINEERING & TECHNOLOGY:: PUTTUR**  
(AUTONOMOUS)

**MBA II Year I Semester Regular Examinations Feb-2021**  
**ADVERTISING AND SALES PROMOTION MANAGEMENT**

Time: 3 hours

Max. Marks: 60

**SECTION – A**

(Answer all Five Units **5 x 10 = 50** Marks)

**UNIT-I**

1 Discuss the role of advertising in a developing Economy. **10M**

**OR**

2 Give a brief account on different types of Advertisements. **10M**

**UNIT-II**

3 Give a brief account on the Objectives, roles and functions of Advertising Agency. **10M**

**OR**

4 Discuss the various types of Ad agencies and the steps for the selection of Ad Agency. **10M**

**UNIT-III**

5 What are the post-testing methods of advertising effectiveness? Explain in detail. **10M**

**OR**

6 What are the experimental designs of advertisement effectiveness? Explain each of them in detail. **10M**

**UNIT-IV**

7 Define advertising. Elaborate on the role of advertising in the market. **10M**

**OR**

8 What is the necessity of ethics in advertising? Elaborate. **10M**

**UNIT-V**

9 What are the major sales promotional tools of consumer goods? Explain each in detail. **10M**

**OR**

10 Give a brief account on major sales promotional tools offered to middlemen. Explain in detail. **10M**

**SECTION – B**

(Compulsory Question)

11

**1 x 10 = 10** Marks

**Case study**

ABC limited was worried about the performance of their leading product; “GEMS brand of Jams”. The management was considering whether to change the advertising strategy or not. The market for this brand was declining through overall market for jam was on the increase. Data was gathered and analyzed using consumer panels. it was found that major loss was due to consumers shifting to more exotic taste like mango, two-in-one etc. other competitors were supplying substitute for jams like butter, Margarine etc. the marketing manager felt that advertisement failed to communicate the nutrition value. He felt this attribute must be included in the advertisement to be released. The company conducted Focus group interview with customers. Participants were asked to evaluate and suggest alternative, which highlighted the comparison between GEM's and other jams. The group presented the following alternatives as a advertisement copy a) GEM's is only jam which contains vitamin that forms an essential part of the diet. b) Your kids made dislike. Free yourself from anxiety by giving them GEM's. c) ABC limited is a trusted household name the makers of GEMS jam. d) Unlike other substitutes only GEMS is nutritious.

**Questions:**

- a) Which advertise message do you think is very close to the objectives to be achieved by the company?
- b) Are there any other messages that need to be conveyed to gain the lost market?

\*\*\* END \*\*\*