MB116B

Sl.No. : **Total No. of Pages : 3**

Third Semester M.B.A. Degree Examination, May/June - 2023
(Non CBCS) (SLM Scheme)
MANAGEMENT
Advertising and Sales Promotions (Elective - B)

Time : 3 Hours **Max. Marks : 80**

Instruction : ***Answer all the sections.***

SECTION - A

Q1) **Answer any five sub-questions. Each sub-questions carries three marks :** **[5 × 3 = 15]**

a) What is Advertising?

b) Mention the elements of IMC?

c) List the objectives of campaign planning.

d) What is personal selling?

e) Highlights the importance of Electronic Media.

f) What is sales promotion?

g) State the significance of Logo in Advertising.

SECTION - B

Answer any four questions. Each question carries five marks : **[4 × 5 = 20]**

Q2) Briefly explain the role of advertising.

Q3) What is DAGMAR Approach? Explain.

Q4) State the objectives of media planning.

Q5) Bring out the role of Aad Agency.

Q6) Explain the strategies of media evaluation.

Q7) Discuss the importance of promotion in Advertising.

SECTION - C

Answer any three questions. Each questions carries ten marks : [3 × 10 = 30]

Q8) Explain the nature and scope of Advertising.

Q9) Discuss the various steps in campaign planning.

Q10) Critically evaluate the various types of budgeting methods.

Q11) Examine the role of Government in controlling unethical practices of advertising.

Q12) Explain the steps involved in media planning process.

SECTION - D

Q13) **Case Study (Compulsory) : [1 × 15 = 15]**

While we agree with Friedman that there is nothing legally or principally wrong with having sexual connotations in advertisements, our group however recognizes that such practice is only acceptable for businesses that sell products with 5 strong association with sensuality. For example, the use of provocatively clad models for lingerie and perfume advertisements have been a longstanding and commonly accepted practice. It can be argued that the features of these products can only be brought out through sexy portrayals of it. What is wrong however is when sex is used to advertise daily consumer products such as burgers as in the case of the Carls Junior ad. In such cases, sex advertising will escalate

into immorality when it has no relation to the product and is used solely to exploit the inner desires and needs of the consumers. In addition, social issues have to be considered when taking into account the use of sex prints. The method of using a woman's or a man's body to draw the attention of the opposite sex is inherently wrong as under the Kantian framework, humans should not be treated as means but as ends in themselves. In addition, under 'Community' virtue in business ethics, the corporation is a member of a larger community and thus has a duty to the choice of people being used and portrayed in its advertisements. This is closely related to the negative social issues that could arise as a result of portraying women in varying stereotypes which will be further discussed in the next section.

Questions :

a) Is this advertisement is ethical?

b) Depictive women in advertising is fair enough. Comment.

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