MBSC-3.1B

Sl. No.

III Semester M.B.A. Degree Examination, May/June - 2026

MANAGEMENT

Marketing

Advertising And Sales Promotions (Elective-B)

(CBCS, SLM Scheme)

Time : 3 Hours **Maximum Marks : 80**

SECTION - A

Answer any FIVE questions. Each question carries Five marks. (5×5=25)

1. What is advertising? Mention the features of advertising.

2. State the role of advertising in business growth.

3. Write a short note on IMC model.

4. Mention the steps in the communication process. Briefly explain any two.

5. What are the major factors determining an advertising budget?

6. State any five functions of ASCI.

7. Explain industrial advertising in brief.

SECTION - B

Answer any Four Questions. Each question carries Ten marks (4×10=40)

8. Discuss the characters and importance of advertising in the modern era.

9. Explain the types of advertising with suitable examples.

10. Discuss the benefits, and challenges of Integrated Marketing Communication.

11. Explain the process of message development in advertising.

12. Discuss various methods of preparing an advertising budget.

13. Explain the structure of different types of advertising agencies.

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SECTION - C

14. Case Study (Compulsory). **(1×15=15)**

Glow X, a skincare brand, launched a new fairness cream in a highly competitive FMCG market with the campaign tagline "*Shine with Glow X"*. The company targeted urban youth and promoted its product through women's magazines, TV shows, and Instagram reels. While the campaign gained considerable attention, it also sparked controversies. Critics argued that the advertisements promoted unrealistic beauty standards, raising ethical concerns. Additionally, Glow X invested heavily in television advertising but neglected digital platforms, which were more effective in engaging its youthful target audience. The management further faced challenges in measuring and evaluating the overall effectiveness of the campaign, which created doubts about the return on investment and long - term impact of their advertising strategy.

Questions:

a) Identify the ethical issues in GlowX's advertising campaign. Suggest remedies.
b) What media planning mistakes did GlowX make? Suggest improvements.
c) How can GlowX evaluate the effectiveness of its advertising campaign?
