MBSC-3.1B

Sl. No.

III Semester M.B.A. Degree Examination, October/November - 2025
MANAGEMENT
Elective-B: Marketing
Advertising and Sales Promotions
(CBCS, SLM Scheme)

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

SECTION - A

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

1. What is advertising? Explain the nature of advertising.

2. Explain the elements of IMC.

3. Discuss the various types of advertising budget.

4. What are the objectives of campaign planning?

5. Mention the various functions of Ad Agency.

6. Explain the objectives of sales promotion.

7. Write a note on direct marketing.

SECTION - B

Answer any Four questions. Each question carries 10 marks. **(4×10=40)**

8. Discuss the nature and scope of advertising management.

9. Explain the various types of print media.

10. Discuss the concept of DAGMAR Approach.

11. Describe the elements of promotional mix.

12. Explain the steps involved in sales promotion.

13. Discuss the recent trends in advertising.

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SECTION - C

14. Case (Compulsory) **(1×15=15)**

In 2020, the marketing manager of ABC Ltd. 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 tastes 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 alternatives, which highlighted the comparison between GEMS and other Jams. The group presented the following alternatives as the advertisement copy: (i) GEMS is the only Jam which contains vitamin that forms an essential part of the diet. (ii) Your kids may dislike fruit. Free yourself from anxiety by giving them GEMS. (iii) ABC Ltd. is a trusted household name the makers of GEMS Jam. (iv) 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? Justify your answer.

b) Are there any other messages that need to be conveyed to gain the lost market?
