

**BACHELOR OF BUSINESS ADMINISTRATION
FIFTH SEM
ADVERTISING AND SALES PROMOTION
BBA – 502**

**SET
B**

[USE OMR FOR OBJECTIVE PART]

Duration: 3 hrs.

Full Marks: 70

Time: 20 min.

(Objective)

Marks: 20

1×20=20

Choose the correct answer from the following:

1. Which of the following best describes a “rational appeal” in advertising?
 - a. An appeal that targets consumers' logical decision-making by providing facts and information
 - b. An appeal that focuses on creating fear or anxiety in consumers
 - c. An appeal that uses humor to engage the audience
 - d. An appeal based on consumers' moral values
2. Which type of sales promotion offers a refund after the customer has made a purchase?
 - a. Coupons
 - b. Premiums
 - c. Rebates
 - d. Contests
3. What is the purpose of reminder advertising?
 - a. To inform customers about new products
 - b. To encourage customers to take immediate action
 - c. To maintain customer awareness of a product
 - d. To introduce a new brand in the market
4. What is the purpose of a sales contest in the context of sales promotion?
 - a. To promote corporate social responsibility
 - b. To enhance media relations
 - c. To motivate sales staff to achieve sales targets
 - d. To advertise the company's products
5. What is the primary purpose of sales promotion?
 - a. To increase long-term brand loyalty
 - b. To offer discounts and incentives for immediate sales
 - c. To build brand awareness
 - d. To conduct market research
6. Which of the following is a key benefit of outdoor advertising (e.g., billboards)?
 - a. High engagement rates
 - b. Guaranteed immediate sales
 - c. Long exposure and high visibility to a large audience
 - d. Detailed product information delivery

7. What is a major benefit of offering gift offers as a sales promotion tool?
 - a. Reducing advertising costs
 - b. Encouraging immediate purchase
 - c. Improving brand image
 - d. Enhancing after-sales service
8. Why are sales promotions often time-limited?
 - a. To test customer loyalty
 - b. To create a sense of urgency for customers to act
 - c. To reduce advertising costs
 - d. To increase production efficiency
9. Which advertising medium is most effective for reaching a broad audience quickly?
 - a. Print media
 - b. Television
 - c. Direct mail
 - d. Outdoor advertising
10. Which of the following best describes a loyalty program?
 - a. Offering discounts on bulk purchases.
 - b. Rewarding customers based on their repeat purchases.
 - c. Giving free samples to new customers.
 - d. Running a social media advertising campaign.
11. Which advertising appeal focuses on emotions such as fear, love, or humor?
 - a. Rational appeal
 - b. Moral appeal
 - c. Emotional appeal
 - d. Ethical appeal
12. Which of the following is a benefit of sales promotion for businesses?
 - a. Increases long-term profitability
 - b. Enhances customer loyalty
 - c. Encourages customers to make repeat purchases
 - d. Boosts immediate sales and market share
13. The concept of "Integrated Marketing Communication (IMC)" refers to:
 - a. Combining all communication efforts under one message to ensure consistency.
 - b. Promoting products through different advertising media.
 - c. Developing separate messages for different market segments.
 - d. Using only digital marketing for advertising.
14. What is a common objective of using contests as a sales promotion?
 - a. To reduce inventory
 - b. To gather consumer data and create engagement
 - c. To offer a refund for a previous purchase
 - d. To decrease production costs
15. Which of the following is NOT a function of advertising?
 - a. Promoting products
 - b. Informing consumers
 - c. Entertaining employees
 - d. Persuading customers
16. Which of the following is a common objective of sales promotion?
 - a. Increase production capacity
 - b. Build strong emotional connections with customers
 - c. Clear out excess inventory
 - d. Improve employee satisfaction

17. The term "AIDA" in advertising stands for:
- a. Awareness, Information, Desire, Achievement
 - b. Action, Interest, Demand, Attention
 - c. Attract, Influence, Deliver, Appeal
 - d. Attention, Interest, Desire, Action
18. What is the main objective of point-of-purchase (POP) displays?
- a. To improve product quality.
 - b. To increase customer traffic in the store.
 - c. To educate customers on product benefits.
 - d. To enhance brand loyalty.
19. What is the primary objective of advertising?
- a. To generate profits.
 - b. To inform and persuade customers.
 - c. To increase employee satisfaction.
 - d. To reduce competition.
20. What is the primary difference between sales promotion and advertising?
- a. Sales promotion is more expensive than advertising.
 - b. Sales promotion is a short-term strategy, while advertising is often long-term.
 - c. Sales promotion focuses on branding, while advertising does not.
 - d. Sales promotion is only for online businesses.

(Descriptive)

Time: 2 hr. 40 mins.

Marks: 50

[Answer question no.1 & any two (4) from the rest]

1. a) Compare and contrast between advertising and sales promotion in terms of marketing strategies. 5+5=10
b) Elicit the key characteristics of advertising.
2. a) Explain the concept and nature of sales promotion. 5+5=10
b) Discuss the importance of sales promotion.
3. a) Analyse the different ways of setting advertising goals. 5+5=10
b) Evaluate the different methods of preparing advertising budgets.
4. Explain the major tools of sales promotions citing their advantages and disadvantages. 10
5. A tech startup, SmartFit, is launching a new wearable fitness tracker aimed at young professionals. Develop an IMC strategy for SmartFit. What channels would you choose, and how would you ensure consistency across all platforms? Justify your choice of channels and message delivery methods. 10
6. Design and develop a sales promotion program of a newly launched product in the market. 10
7. A company launching a new line of electric scooters, Volt Scoot, is unsure which appeal to use. The target audience is young urban professionals aged 25-35. Which advertising appeal would be more effective for Volt Scoot, and why? Justify your decision based on the target audience and the nature of the product. 10
8. A small boutique clothing store, Urban Chic, is planning a new advertising campaign to promote its fall collection. The store wants to use both online and offline channels but has a modest budget. Which advertising channels or methods would you recommend for Urban Chic's fall collection campaign? Justify your choice of channels and media platforms. 10

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FIRST SEMESTER
BUSINESS ENVIRONMENT
BBA – 102
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**SET
B**

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Full Marks: 70

Time: 20 min.

(Objective)

Marks: 20

Choose the correct answer from the following:

1×20=20

1. CVV, a three-digit number, stands for-
 - a. Credit Verification Value
 - b. Credit Value Verification
 - c. Card Verification Value
 - d. Card Value verification
2. According to Industrial Policy Resolution 1956, in how many categories were the industries classified in India?
 - a. 2
 - b. 4
 - c. 3
 - d. 6
3. What does NITI Aayog stand for?
 - a. National Institute for Technology India
 - b. National Institute for Transforming India
 - c. National Interest for Technology India
 - d. National Interest for Transforming India
4. SEBI as a statutory body was established in which year?
 - a. 1990
 - b. 1989
 - c. 1992
 - d. 1988
5. Which of the following institutions is not part of the World Bank community?
 - a. IBRD
 - b. WTO
 - c. IDA
 - d. IFC
6. Which of the following institutions are called as **Bretton Woods Twins**?
 - a. World Bank & Asian Development Bank
 - b. International Monetary Fund & World Trade Organization
 - c. World Bank & International Monetary Fund
 - d. None of these