

Program:	T.Y.B.A.M.M.C	Semester:	VI	Program Code:	4O00166
Course:	Advertising & Sales Promotion			Course Code:	BAMMC EAAS-2604
Duration:	2 ½ Hours	Examination Pattern:	Choice Based – External	Max. Marks:	75

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Draw neat diagrams wherever necessary.

**Examination:
REGULAR**

Q. 1 Case study

A fast growing food delivery startup entered a metropolitan market dominated by two established players. The startup positioned itself on faster delivery time and lower commission for partner restaurants. It invested heavily in social media ads, Google search campaigns, influencer partnerships, referral bonuses, and cash back offers. Heavy introductory discounts attracted first time users, but customer retention became a challenge once discounts were withdrawn. Investors demanded measurable returns on advertising spend and sustainable growth.

With reference to the above case study, answer the following questions:

- a) Evaluate the startup's advertising and sales promotion strategy in terms of sustainability. [05]
- b) Analyze the relationship between promotional discounts and customer retention. [05]
- c) Suggest data driven strategies to improve return on advertising spend.. [05]

Q. 2 Answer the following.

- a) Explain advertising objectives in competitive markets with suitable illustrations. [08]
- b) Discuss creative strategy and copy platform development. [07]

OR

- c) Analyze brand repositioning strategies through advertising. [08]
- d) Discuss celebrity endorsement effectiveness and associated risks. [07]

Q. 3 Answer the following.

- a) Explain consumer behavior models relevant to advertising. [08]
- b) Discuss social and ethical issues in digital advertising. [07]

OR

- c) Discuss sales promotion planning process in detail. [08]
- d) Evaluate trade fairs and exhibitions as promotional platforms. [07]

Q. 4 **Answer the following.**

- a) Discuss advertising research methods used before launching a campaign. **[08]**
- b) Explain post campaign evaluation techniques. **[07]**

OR

- c) Discuss media mix decisions in multi-platform campaigns. **[08]**
- d) Explain budgeting challenges in startup advertising. **[07]**

Q. 5 **Short Note: (Any 3) (5 marks each)**

- a) Return on advertising spend **[15]**
- b) Sales funnel
- c) Native advertising
- d) Customer acquisition cost
- e) Guerrilla marketing

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