**SESSION NOV-DEC 2022**

**PROGRAM MASTER OF BUSINESS ADMINISTRATION (MBA)**

**SEMESTER IV**

**COURSE CODE &amp; NAME DMKT402– ADVERTISING AND SALES PROMOTION**

**Assignment Set – 1**

**1. Define the term ‘advertising’. What are the objectives of advertising?**

**Ans:** Advertising is a marketing tactic involving paying for space to promote a product, service, or cause. The actual promotional messages are called advertisements, or ads for short. The goal of advertising is to reach people most likely to be willing to pay for a company's products or services

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**2. Describe the shifting patterns of consumption. What role does advertising play in this?**

**Ans:** The market is full of contradictions. Middle class consumers are looking out for better quality and higher priced products within the category. More households are using higher priced detergent powders now. Remember the Nirma phenomenon which started its incredible career priced at only` 5/kg, even though some claimed that it wrecked coloured clothes? It is facing stiff competition with Wheel (which is the largest selling detergent brand in India) and other better quality w

**3. Write a brief note on evolution of advertising agency.**

**Ans:** Advertising agency helps the advertiser in the creation of [advertising](https://accountlearning.com/advertising-meaning-definition-objectives-kinds/). They provide a full range of services to the advertiser — from the conception of idea to printing of an advertisement. So, advertising agencies organize various activities and maintain a formal structural relationship with

**Assignment Set – 2**

**4. What is DAGMAR? How is it useful in establishing objectives?**

**Ans: (DAGMAR)** Defining Advertising Goals for Measured Advertising Results (DAGMAR) is a model devised by Russell H. Colley in 1961 in which advertising objectives can be set in a way that the results of an ad campaign can be measured and quantitatively monitored. The key premise of the report is that advertising’s prime job is to communicate to a specific target audience and bring them to a state that stimulates action. Hence, communication-related objectives

**5. Describe the AIDA model of consumer response hierarchy.**

**Ans:** The Awareness-Interest-Desire-Action (AIDA) model1 of consumer response hierarchy is one of the popular models. It states that a consumer passes successively through the following four stages of response:

**1. Awareness –** In this initial stage, most of the target audience is unaware of the product or brand and hence the communicator’s objective is to build awareness, maybe just name recognition of the product

.

**6. What is Gestalt psychology? Explain with examples how it resembles the way a person fits in the advertising message with his/her existing knowledge.**

**Ans:** Here the concept of “Gestalt psychology” is relevant. The German word “Gestalt” means “a whole or a configuration,” where the “whole” is more than its individual parts. Gestalt psychology is the study of perception and behaviour from the standpoint of an individual's response to