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| **SESSION** | **July 23** |
| **PROGRAM** | **master of business administration (MBA)** |
| **SEMESTER** | **IV** |
| **course CODE & NAME** | **DMkt402– ADVERTISING AND SALES PROMOTION** |

**Assignment Set – 1**

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

**Ans 1.**

Advertising is defined in Webster's Dictionary as “the action of calling something to the attention of the public especially by paid announcements; or, to call public attention by emphasising desirable qualities so as to arouse a desire to buy or patronise.” As is commonly defined and understood, advertising is “any paid form of non-personal presentation and promotion of ideas or products by an identified sponsor.” The definition highlights the following characteristics of advertising:

The objectives of advertising are as follows:

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

**Ans 2.**

The shifting patterns of consumption are continually evolving due to a multitude of factors. These include technological advancements, demographic changes, economic fluctuations, and socio-cultural shifts. Let's break down these factors and how advertising plays a crucial role in shaping consumption patterns.

1. **Technological Advancements:** The advent of the internet and mobile technology has transformed the way consumers shop. E-commerce has become a dominant force, with online

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

**Ans 3.**

The evolution of advertising agencies is deeply intertwined with the evolution of advertising itself.

1. **Early Days**: In the early 18th century, advertising was mainly limited to simple print messages in newspapers. The first advertising agency was started by Volney Palmer in 1837 in Philadelphia, USA. The agency served as a broker, buying space in newspapers and selling it to different merchants.
2. **Late 19th & Early 20th Century**: As businesses and products grew, so did the need for more

**Assignment Set – 2**

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

**Ans 4.**

DAGMAR stands for Defining Advertising Goals for Measured Advertising Results. It is a marketing model developed by Russell Colley in 1958 for setting advertising objectives and measuring the results.

The DAGMAR approach emphasizes the importance of defining specific, measurable objectives for an advertising campaign, rather than just aiming for generalized goals like "increasing sales". According to this model, the advertising goals should be specific, measurable, achievable, and relevant.

**5. Describe the AIDA model of consumer response hierarchy. 10**

**Ans 5.**

The traditional response models propose that a consumer typically moves through various stages of responses ranging from first becoming aware about a product to finally purchasing it. These responses can typically be divided into cognitive, affective and behavioural responses. For each stage of consumer readiness or response, communicators must perform specific actions. For example, the communicator might need to imprint something into the consumer’s mind (cognitive response),

**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 6.**

Gestalt psychology is a school of psychology that emerged in the early 20th century in Austria and Germany. It focuses on the organization of stimuli into complete and meaningful wholes. The word "Gestalt" is a German word that means "form" or "shape". The main principle of Gestalt psychology is that the human mind and brain do not merely record the world as a camera does, but rather actively organizes the information into more meaningful and useful perceptions.