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| **SESSION** | **AUG/SEPT 2023** |
| **PROGRAM** | **MASTER OF BUSINESS ADMINISTRATION (MBA)** |
| **SEMESTER** | **IV** |
| **COURSE CODE & NAME** | **DMKT402– ADVERTISING AND SALES PROMOTION** |
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**Assignment Set – 1**

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

**Ans 1.**

**Definition of Advertising**

Advertising is a pivotal component in the marketing communications mix, representing a strategic tool employed by businesses and organizations to convey messages about their products, services, or ideas to a target audience. This multifaceted communication process involves the creation and dissemination of promotional material through various media channels, aiming to inform, persuade, and influence the purchasing behavior or perceptions

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

**Ans 2.**

**Shifting Patterns of Consumption**

In recent years, the patterns of consumption have undergone significant changes due to various factors like technology advancement, socio-economic transformations, and evolving consumer preferences. The digital era has been a crucial driver, steering consumers towards online platforms for both information and purchases. This shift is evident in the growing preference for e-commerce over traditional retail outlets. Consumers are now more informed and have higher expectations regarding the quality, price, and sustainability of products. The rise of social media has also played a significant role in shaping consumption patterns. Platforms like Instagram, Facebook, and Twitter not only influence consumer choices but also create trends that drive demand.

**3. Write a brief note on evolution of advertising agency 10**

**Ans 3.**

The evolution of advertising agencies has been a dynamic journey, adapting to changes in technology, society, and business practices. This journey can be segmented into several key phases, reflecting the transformation in how advertising agencies have operated and influenced consumer behavior.

**1. Early Beginnings: The Rise of Advertising Agents**

The concept of advertising agencies dates back to the early 19th century, primarily in the form of newspaper advertising.

**Assignment Set – 2**

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

**Ans 4.**

**Understanding DAGMAR**

Defining Advertising Goals for Measured Advertising Results, commonly abbreviated as DAGMAR, is a marketing theory that emphasizes the importance of setting specific and measurable advertising objectives. This concept was introduced by Russell H. Colley in a report to the Association of National Advertisers in 1961. DAGMAR focuses on the idea that the main objective of advertising should be to communicate rather than sell.

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

**Ans 5.**

The AIDA Model, a cornerstone in the field of advertising and sales promotion, stands for Attention, Interest, Desire, and Action. This model outlines the stages a consumer goes through when interacting with a marketing communication.

**1. Attention** The first phase in the AIDA model is 'Attention'. In a world brimming with advertisements and promotional content, the primary goal of any marketing strategy is to capture the audience's attention.

**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. 5+5**

**Ans 6.**

**Understanding Gestalt Psychology in Advertising and Sales Promotion**

Gestalt psychology, a theory developed in the early 20th century by German psychologists, emphasizes the human tendency to perceive entire patterns or configurations, rather than merely the sum of individual parts. This approach is particularly influential in the fields of design, marketing, and advertising, where understanding consumer perception plays a crucial role.

**The Principles of Gestalt Psychology**

The fundamental principle of Gestalt psychology is that the human brain is wired to see structure, logic, and patterns.