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| **SESSION** | **MARCH-2025** |
| **PROGRAM** | **MASTER OF BUSINESS ADMINISTRATION (MBA)** |
| **SEMESTER** | **IV** |
| **COURSE CODE & NAME** | **DMKT402 ADVERTISING AND SALES PROMOTION** |
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**Assignment Set – 1**

**Q1. Define the term ‘advertising’. What are the objectives of advertising?**

**Ans 1.**

**Advertising**

Advertising is a paid, non-personal form of communication that aims to inform, persuade, and influence a target audience to take a desired action concerning a product, service, or idea. It is executed through various media such as television, radio, newspapers, digital platforms, billboards, and social media. Advertising plays a central role in the marketing communication mix and is essential in building brand awareness and stimulating demand.

**Informative Objective**

One of the fundamental objectives of advertising is to provide information. When a new product is launched or a service is introduced, the company uses advertising to inform the

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**Q2. Describe the shifting patterns of consumption. What role does advertising play in this?**

**Ans 2.**

**Changing Consumption Patterns**

Over the past few decades, consumer behavior has undergone significant transformation driven by globalization, digitalization, lifestyle changes, and environmental awareness. Shifting patterns of consumption refer to the evolving preferences, priorities, and purchase behaviors of consumers. These shifts have changed how, where, and why consumers buy, and

**Q3. Write a brief note on the evolution of the advertising agency**

**Advertising Agencies**

Advertising agencies are independent organizations that specialize in creating, planning, and managing promotional campaigns for clients. They bridge the gap between businesses and the media by developing strategies that deliver compelling brand messages. Over the years, advertising agencies have evolved from simple media brokers to full-service creative and digital partners.

**Origins and Early Functions**

The first advertising agencies emerged in the 19th century, primarily acting as intermediaries

**Assignment Set – 2**

**Q4. What is DAGMAR? How is it useful in establishing objectives?**

**Ans 4.**

**DAGMAR**

DAGMAR stands for Defining Advertising Goals for Measured Advertising Results. It is a marketing model developed by Russell H. Colley in 1961 to bring structure and accountability to advertising efforts. The model focuses on setting clear, measurable objectives for advertising campaigns, thereby enhancing their effectiveness and enabling performance evaluation. DAGMAR emphasizes communication objectives rather than sales

**Q5. Describe the AIDA model of consumer response hierarchy. 10**

**Ans 5.**

**AIDA Model**

The AIDA model is a classic framework in marketing and advertising that outlines the sequence of steps a consumer follows in the process of purchasing a product or service. Developed by E. St. Elmo Lewis in 1898, AIDA stands for Attention, Interest, Desire, and Action. The model emphasizes that effective advertising must guide the consumer through these four psychological stages to result in a successful conversion.

**1. Attention**

The first task of any advertisement is to grab the consumer’s attention. This is typically

**Q6. What is Gestalt psychology? Explain with examples how it resembles the way a person fits in the advertising message with his/her existing knowledge. 10**

**Ans 6.**

**Gestalt Psychology**

Gestalt psychology is a theory of mind developed in the early 20th century by German psychologists Max Wertheimer, Kurt Koffka, and Wolfgang Köhler. It posits that humans perceive objects and patterns as whole units rather than a collection of individual parts. The famous phrase “The whole is greater than the sum of its parts” captures the essence of this theory. Gestalt principles are widely used in advertising and design to guide visual perception