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Total No. of Pages: 02
Total No. of Questions: 15

MBA (Sem.-3rd)
ADVERTISING MANAGEMENT
Subject Code: MBA-902
Paper ID: [C1197]

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

1. Attempt any four questions from Section –A.
2. Attempt one question from sub-units in Section-B.
3. Section-C is Compulsory.

SECTION –A

(4x5=20)

- Q.1. What is puffery in advertising? Discuss with example.
- Q.2. Discuss various approaches to setting advertising objectives.
- Q.3. Outline the process of media planning and selection
- Q.4. Discuss characteristics of a effective advertising layout.
- Q.5. Differentiate between copy research and media research.
- Q.6. What are factors which influence selection of an agency?

SECTION –B

Unit-1

- Q.7. Explain ethical and social issues in advertising in the Indian market. Also discuss the legal framework dealing with these issues. **(8)**
- Q.8. Write short notes on **(8)**
 - (a) Role of advertising in marketing mix
 - (b) Role of advertising in India's economic development.

Unit-2

- Q.9. "Advertising is persuasive but not forceful" Do you agree or disagree. How does sales promotion being communicated in an advertisement fit into this argument? What feeling can a packaged food company associate with its brand? **(8)**
- Q.10. Discuss different advertising media while highlighting their respective advantages and disadvantages. Discuss factors which will influence media selection and scheduling for an automobile company. **(8)**

Unit-3

- Q.11. What are different advertising appeals? What appeal would you use for an automobile, soap and a skin care product? Justify your answer.
- Q.12. Define layout and discuss different types of layouts. Discuss guidelines to developing an effective layout.

Unit-4

- Q.13. Discuss various methods of measurement of advertising effectiveness. Which method would apply for testing effectiveness of a campaign targeting rural India?
- Q.14. Rita is a corporate communications incharge at LG. She has to select an external agency to promote LGs latest range of products. Help her decide criteria for choosing the agency.

SECTION -C

(1x8=8)

CASE STUDY

- Q.15. The toothpaste was one which was characterized as a hyper segmented market. There was toothpaste for bad breath, for cavities, for taste and even for vegetarian people. However, market has almost revived after the introduction of 24 hour total protection toothpaste. The market has seen almost all major brands introducing a product in this category. HUL, Godrej, and P&G are some of the brands which have come out with campaigns to get into the "Consideration set" of the consumer mindset. However, for a commodity kind of product creating a brand recall and differentiation is very difficult. As such brands have become a "me too" brand and all of them are looking that one appeal to set their product apart from the crowd of competitors.

You are required:

- (a) To study the various appeals of 24 hour total toothpaste providers in the market.
- (b) Identify an appeal which according to you can be used more efficiently to increase customer recall.

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