

The question paper has three sections. Section A = 20 marks, Section B = 32 marks and Section C = 8 marks. Section A consists of 6 questions of 5 marks each and students have to attempt any 4 questions. Section B consists of 4 questions with 2 subsections from each unit of syllabus. It is compulsory to attempt one question from each subsection. Each question is of 8 marks each. Section C consists of one case study of 8 marks. SECTION C is compulsory.

SECTION A

1. What is DAGMAR
2. What is surrogate advertising? Is it unethical or ethical?
3. Discuss various outdoor media for advertising.
4. List different types of layouts
5. Contrast pre and post testing of advertising.
6. List methods of setting advertising budgets.

SECTION B

7. Define advertising. What is its role in marketing process? Also discuss current trends in Indian advertisement.
8. What is meant by an advertising appeal? On what is it based? What are qualities recommended for an effective advertising appeal?
9. Discuss in detail the importance of evaluation of advertisements. Also write important methods of testing advertisement effectiveness.
10. Write short notes on any two of the following:
(a) Media scheduling strategy (b) advertising media industry structure.

Section C case study

When Jyoti Sharma was assigned the account for a major cellular phone company, she knew the task would be both exciting and challenging. Cellular service was rapidly moving into the mature stage of the product life cycle. There had been many early entries and explosive growth in sales during the past decade, and the shake-out was beginning. Costs, economies of scale, technological advantages, and superior marketing programs were forcing some companies to the sideline.

Her client was a national player in India and provided high-quality service at a competitive price. Roaming charges were low, and many long-term contracts had been signed. The company had built alliances with other major providers, giving them national access for the confirmed cell phone user.

Jyoti knew several issues were currently dominating the industry. First, each company needed a "voice" in the marketplace. The questions Jyoti asked her client to answer were "Why do people use cell phones? And, how do we speak to them as a result?" Cell phones can be used for convenience, for safety reasons, and as status symbols, though the latter was rapidly losing its appeal, because so many people could now afford the phones and the service. "Is the cellular lifestyle different than a noncellular style?" Jyoti continued. "If so, how do we win over the nonusers? And how do we keep them from signing on with another company?"

Two other issues were daunting the cell phone marketplace. The first was health. There were disturbing reports of links between extensive cell phone use and cancer of the brain, not an appealing prospect. The second, flying just “under the radar screen,” as Jyoti put it, is the backlash factor.

There was little doubt that some people hold cell phone users in contempt. They interrupt lunches in restaurants and annoy the patrons trying to have a quiet meal. Cell phone users seem to go deaf when airline flight attendants announce that the phones must be turned off so that a plane can take off. Further, insurance agencies and law enforcement departments have begun to question the safety of driving a car while talking on the phone.

Against this backdrop, cell phone purchases continue to rise and user fees offer lucrative sources of revenue for various companies. Jyoti knew an effective campaign would be one that differentiated her client from other servers as offering a noticeable advantage. Although the short-term prospects of her client were good, Jyoti was being asked to develop and maintain an advertising program to build a strong company over the long term.

Questions

- Name four major goals that Jyoti should emphasize in the next decade of her ad campaign plan.
- Develop an immediate advertising campaign for the company. Select the methods of assessment for the ads to evaluate the advertising campaign. Justify the choices.
- How can Jyoti deal with negative issues associated with cell phone use?