

Code: BA3T4M

II MBA-I Semester-Regular Examinations FEBRUARY 2014

ADVERTISING AND BRAND MANAGEMENT

Duration: 3hours

Max. Marks: 70

SECTION-A

1. Answer any FIVE of the following: 5 x 2 = 10 M

- a. Types of Advertisement
- b. Advertising Agency
- c. Advertisement Media
- d. Advertisement Effectiveness
- e. Media Selection
- f. Brand loyalty
- g. Post testing of Advertisements
- h. Production Traffic Copy

SECTION – B

Answer the following: 5 x 10 = 50 M

2. a) What is advertising, explain different types of advertisements.

OR

b) Explain the role and functioning of advertising agencies.

3. a) What is advertisement budget, explain various types of advertisement budgets.

OR

- b) What is advertisement media and bases upon which media is selected.
4. a) Explain in detail about pretesting and post testing of advertisements.

OR

- b) Explain the importance of visual layout in advertisement.
5. a) Explain the nature and importance of brand.

OR

- b) Why companies need to build image for any product or service ?
6. a) Explain different challenges facing brands.

OR

- b) How important is for the company to develop brands and build them.

SECTION – C

7. Case Study

1 x 10 = 10 M

Automotive company “MANGO” is in the business of two wheelers offering wide variety *models* of bikes and gearless scooters to middle income group segment of customers. Currently, the company is enjoying second position in the industry. As a part of product line extension strategy, the company is going to introduce a new product of GEARLESS BIKE with the brand

name EASY. The marketing team of the company is discussing the strategy to communicate to the target market segment.

Questions:

- i) Identify the factors influencing the communication strategy.
- ii) Suggest the right media selection to position the gearless bike.