

Code: BA3T4M

**II MBA - I Semester - Regular / Supplementary Examinations
DECEMBER 2017**

ADVERTISING AND BRAND MANAGEMENT

Duration: 3 hours

Max. Marks: 70

SECTION-A

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

- a) Line extension
- b) Reasons for measuring advertising effectiveness
- c) 5 M's of advertising
- d) What is deceptive advertising?
- e) What is brand positioning?
- f) Write the stages of brand life cycle.
- g) Brand Loyalty
- h) Brand over time

SECTION – B

Answer the following: 5 x 10 = 50 M

2. a) “Social networking is a form of addiction especially in youth”. In this context explain whether traditional advertising should shift to social networking.

(OR)

b) Explain different types of advertisements.

3. a) “Media planning involves a tradeoff between reach and frequency”
- i) In the light of the above statement explain the terms reach and frequency with suitable examples. 5 M
 - ii) Also illustrate and explain situations where, in order to achieve marketing objectives media planners will have to sacrifice one and achieve other. 5 M

(OR)

b) Define media scheduling and briefly explain different strategies.

4. a) What are the various ways to pretest press ads, TV ads and Radio jingles?

(OR)

b) What is DAGMAR? Explain how marketers might use DAGMAR in establishing objectives? What are the problems associated with it?

5. a) Why are brands important to marketers and consumers? Explain by differentiating products and services.

(OR)

b) What all contributes to the development of a brand personality?

6. a) Raymond, the manufacturers of clothing suits and readymade shirts and trousers wish to enter the luggage market.

- i) Is this a valid extension ? 3 M
- ii) What should be the personality of this product? 3 M

iii) How different will the target audience be from the current target audience? 4 M

(OR)

b) What are the various reasons and factors due to which it is becoming difficult to build strong brands?

SECTION – C

7. Case Study

1 x 10 = 10 M

Kerala had always been considered the ‘backwaters’ of India – in a negative way. Tourist thought of it as a nice but far away place to be visited, if you had the time after covering the more popular destinations like Taj Mahal, Delhi, Jaipur and Goa. But all that has changed with a single great campaign based on memorable line - Gods own country. As tourism marketers know, a tourist destination sells imagery first and then depends on tourists themselves to recommend the destination to their friends, relatives and their peer groups. For a long time, Kerala had advertised its boat races held at Alleppey (now known Alappuzha) and the elephant ritual at ‘Thrissur Pooram’ and gained some mileage from those too. However, the advertising really started getting into the limelight after the tagline “God’s own country” was added to the beautiful images. In addition to the foreign tourists, the campaign successfully draw the attention of domestic tourists and as a result Kerala has successfully entered the tourist map of the world. New investments in Kerala include tourism related projects at Bekal in the Malabar (North Kerala) region.

Tangible things such as good a rail/road connections and availability of different types of hotels and resorts also helped, along with the cosmopolitan food habits of Kerala, which is probably the only state apart from Goa where is meat and seafood of all types are easily available to cater to the palates of foreigners who may be predominantly non vegetarian. Ayurveda practitioners also abound in Kerala and the oil massages add to the mystique of the destination. Apart from traditional hill stations like Munnar, Kerala offers forests experience at Thekkady (Periar wildlife sanctuary) and In the hills of Wayanad district bordering Tamilnadu and Karnataka.

- a) Develop a campaign for your own state / any other India to attract foreign tourists
- b) Develop a similar campaign for domestic tourists.