

Code: BA3T4

PVP 12

II MBA-I Semester-Regular Examinations DECEMBER 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. Media Selection
- b. Advertising Agency
- c. Client Agency Relationship
- d. Media Scheduling
- e. Positioning of Advertisement
- f. Challenges facing brands
- g. Brand Extension
- h. Advertisement Effectiveness

SECTION – B

Answer the following: 5 x 10 = 50 M

2. a) Discuss the role of advertising in fast changing consumption patterns of customers.

OR

b) What is advertising agency, explain client agency relationship.

3. a) What is advertisement media, how do you select various media options.

OR

b) Explain various decision models in advertising.

4. a) How do you measure effectiveness of advertisement.

OR

b) Explain pre-testing and post-testing of advertisements.

5. a) “Why brands are popular more than the companies who make these brands” comment.

OR

b) What is brand loyalty, how companies develop brand loyalty over a period of time.

6. a) Explain brand revitalization and elimination.

OR

b) What are the reasons for brand failures in the market place.

SECTION – C

7. Case Study

1 x 10 = 10 M

Matrimonial Advertising Campaign

The idea being the campaign was to bring people together, through the matrimonial columns of the newspaper. The agency made two simultaneous campaigns- one for English publications and the other for the vernacular publications. The first campaign in English Publications used young couple representing five major

communities, namely, Punjabies, South Indians, Maharashtrians, Gujaratis and Bengalis. This campaign was intended to appeal to youth and show them that the matrimonial columns. Each advertisement tried to show them that their community and individual requirements were presents all over the city and could be found by the advertising in the matrimonial column.

In the ethnic campaign, the use of symbols of the Hindu marriage rites was made to evoke in parents an association of culture and tradition with matrimonial advertising and subtly remove any negative reactions to matrimonial advertising. For instance, to appeal to south Indians, the mangalasutra in a plate of rice was used and for Gujaratis, the ceremony of the girl applying mehandi before the marriage was used.

Questions:

- a) Evaluate the creative strategy used in the campaign. and explain any other creative strategy useful in the process of Advertising.
- b) Suggest alternative themes that you would like to use in developing this advertising campaign.