

Code: BA3T4M

**II MBA-I Semester-Regular Examinations - JANUARY 2016**

**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) Define Advertising
- b) Integrated Marketing Communication (IMC)
- c) Brand Personality
- d) Insertions
- e) Brand Elimination
- f) Purchase Proposition
- g) Brand Image
- h) Visual Layout

**SECTION – B**

**Answer the following:**

**5 x 10 = 50 M**

2. a) Explain the role of advertising in a developing economy like India.

OR

b) Define Advertising Agency. Discuss the advertising agency skills and service.

3. a) Explain different types of advertising budgeting methods.

OR

b) What is meant by Media Research? Explain the various steps involved in Media Research Process.

4. a) Explain in detail the concept of Visual Layout.

OR

b) How the organizations are using words more effectively in advertising? Give examples

5. a) What is brand? Explain the nature and importance of Brand.

OR

b) Define brand loyalty? Explain with the help of an example.

6. a) Describe various stages of concept management.

OR

b) Define brand revitalization. Discuss the merits and demerits of brand revitalization.

## SECTION – C

### 7. Case Study

**1 x 10 = 10 M**

Good Brothers India was an International organization started in 1973 to prevent the proposeless massacre of the animal kingdom for superficial human pleasures. The advertising agency was approached by the Indian representative requesting them to do a communication programme, whereby public awareness of the company would be increased. The agency worked out the first

advertisement. 'Pretty isn't it' and used it as launching pad for contacting various organizations.

The campaign conceived by the agency was a self-generating programme. Several organizations were contacted and donations were requested from them. The organizations were informed that all the donations will be pooled and the desired form of communication programme will be worked out depending on the amount of collections received. The communication programme idea was well received by the organizations and collections approximating to Rs.1,80,000, were received. Additionally, known publications like India today, Readers' Digest and Business India offered free pages in their magazines.

The campaign attempted to bring out the cruelties on animals are subjected to for superficial human pleasures. By informing the public and making them aware of the atrocities committed on these animals and by suggesting to them that man – made alternatives are available, a degree of success in changing public opinion was achieved. It will be interesting to note that after release of the first advertisement, membership increased by nearly 20 per cent and donations were received to the tune of Rs.1,20,000. One organization, which prefers to remain anonymous, offered to release a series of six advertisements once in The Time of India, equivalent to a donation of Rs.1,40,000.

Questions:

1. Evolve a plan for effective advertising for the above mentioned campaign through other media vehicles.

2. Do you think the above mentioned campaign will be satisfactory in poor countries which are conditioned to resource constraints, and if so how would you develop another campaign under conditions of shortcomings in resources and communications?