

Code: 17BA3T3MA

**II MBA - I Semester-Regular Examinations – November 2018**

**ADVERTISING AND BRAND MANAGEMENT**

Duration: 3 hours

Max. Marks: 60

**SECTION - A**

**1. Answer the following:**

**5 x 2 = 10 M**

- a) Marketing Mix.
- b) Advertising budget.
- c) Visual layout.
- d) Brand Equity.
- e) Brand revitalization.

**SECTION – B**

**Answer the following:**

**5 x 8 = 40 M**

2. a) Explain the role and importance of advertisements.

(OR)

b) Discuss the functions of different types of advertising agencies.

3. a) Describe various factors influencing advertising budget.

(OR)

b) Compare media planning and media scheduling.

4. a) How do you design a visual layout?

(OR)

b) What are the principles of layout and what is pre testing and post testing?

5. a) Explain the importance of brand image.

(OR)

b) Identify the factors contributing to the development of brand Loyalty.

6. a) What are the challenges in facing brands?

(OR)

b) Discuss about brand valuations.

## SECTION-C

### 7. Case Study

**1x10=10 Marks**

It is being said that direct marketing tools are becoming increasingly important in a market which is becoming increasingly competitive. Discuss this statement with justifications.

Read the following case and answer the question given at the end.

The Delhi government proposes to re-launch the 'meri-delhi-meri shaan' (my Delhi-my pride) campaign, once again. Delhi besides being the capital of India is a historical city with monuments like Qutab Minar, Lal Quila, India Gate, Humayun Tomb, etc. Delhi

also attracts people from all religions because of Shesh Gaj Gurudwara , Historic Jain Temple, Dargah, Akshardham, Lotus Temple, Iskon Temple and many such places. Delhi also symbolizes an integration of people from different parts of the country.

During the last five years, a number of new projects have been initiated, giving a facelift to the city and the city's infrastructure. The Delhi airport and the railway station are being modernized, roads have been widened and flyovers have been constructed for smoother traffic. Further, successful commissioning of metro rail on certain routes and fast completion on the others has reduced congestion on the roads. The emergence of shopping malls, five star hotels, corporate offices and tourism centres has evinced interest about the city among the public in India and world over. In view of the above, recommended an advertising campaign for Delhi government considering the questions.

Questions:

- i. What are the suitable objectives of such a campaign?
- ii. Who are the target audience?
- iii. What media vehicles would you recommended and why?
- iv. What creative strategy will you use?