

Code: 17BA3T3MA

**II MBA - I Semester – Regular / Supplementary Examinations
FEBRUARY – 2022**

ADVERTISING AND BRAND MANAGEMENT

Duration: 3 hours

Max. Marks: 60

SECTION – A

1. Answer the following

5 x 2 = 10 M

- a) Advertising Functions
- b) Media Objectives
- c) Art Work
- d) Brand Equity
- e) Brand overtime

SECTION – B

Answer the following:

5 x 8 = 40 M

2. a) Explain the Economic, Social and Ethical Aspects of Advertising.

OR

b) Discuss the Structure and Process of Agency Services.

3. a) Describe various methods and models of Advertisement Budget.

OR

b) Discuss media mix decisions in detail with examples.

4. a) Design a visual layout for any packed food product of your choice.

OR

b) Explain different advertising appeals with examples.

5. a) Explain the nature and importance of Branding.

OR

b) Demonstrate the significance of brand positioning in advertising with suitable examples.

6. a) List out and explain the stages of concept management in detail.

OR

b) Explain Brand revitalization and elimination in detail.

SECTION – C

7. Case Study

1 x 10 = 10 M

ARVIND BRANDS - Branding through Distribution

In the year 1931 started a company called Arvind Mills with state – of – the – art machinery imported from England, was to produce high quality fabric. In 1993, Arvind Mills operations were split into three units, viz., textile division, telecom division and garments division. The garments' division Arvind brands Ltd. (Arvind) was a Rs. 3.50 bn. subsidiary of Arvind Mills. With an array of international brands like *Lee, Arrow, Tommy Hilfiger, Wrangler* and domestic brands like *Newport, Flying Machine, Ruff n*

Tuf and Excalibur, the company was present in most of the segments of the market. But the company was facing severe competition from major brands like *Louis Philippe*, *Park Avenue* and small brands like *Trigger* and *Blackberry* and other MNC brands. In 2005, Arvind launched a major retail initiative for all its brands. Arvind's licensed brands ("*Arrow*", *Lee* and "*Wrangler*") had grown at a healthy 35% rate in 2004 and the company planned to sustain the growth by increasing its retail presence. Arvind also widened the geographical presence of its homegrown brands such as "*Newport*" and "*Ruf n Tuf*", targeting small towns across India.

In April 2005, Arvind appointed *Saif Ali Khan* as the brand ambassador for its Newport brand. Arvind planned to expand the retail presence of Newport jeans, from 1,200 outlets across 480 towns in May 2005 to 3,000 outlets covering 800 towns by March 2006. Similarly Ruf n Tuf – The entry level Jeans brand – entered into an exclusive distribution arrangement with *Big Bazaar*. Arvind extended its market development strategy to its midpriced formal wear "*Excalibur*" as well. It has planned to increase the retail presence of *Excalibur* from 1,200 stores in May 2005 to 1,800 stores in March 2006. Arvind followed a selective distribution approach in the case of its international labels such as *Arrow*, *Lee*, *Tommy Hilfiger* and *Wrangler*.

According to an industry estimate, the tailored clothes business was valued at around Rs. 400 bn, and Arvind's strategy was to convert a significant part of this market into market for ready-made market. The idea lies in increasing distribution and penetration.

Exhibit : Major Players in the Branded Apparel Industry	
Company	Brands
Madura Garments	Louis Philippe, AlenSolly, Peter England, Van-Heusen, SF Jeans
VIP Group	VIP, Lovable, Vanity Fair, Try
Arvind Brands	Arrow, Lee, Wrangler, Flying Machine, Excalibur, Newport, Bay island, Ruggers
Raymond apparel	Park Avenue, Parx, Manzoni, Colour plus
Zodiac	Zodiac, Zod
Levi Strauss & Co.	Levi Strauss, Sykes, 501, Red Tab, Red Loop.
Provogue (India)	Provogue.
BombayDyeingMfg. Co.	Proline, Fila, Vivaldi.
Indusleague Clothing Ltd.	Indigo Nation, Scullers (khakis, Blues, classics)

Questions:

- i) Do you think that the distribution strategies in readymade garments' market help in building brands at lower end markets?
- ii) How far the strategies of Arvind through selective and exclusive distribution will be effective to penetrate the lower end markets and establish business in long run?
- iii) What kind of advertising will fetch Arvind to create better Brand recall?