

AT-1421

M.B.A. Semester—III Examination

ADVERTISING MANAGEMENT

Paper—MBA/3204/M

Time : Three Hours]

[Maximum Marks : 70

Note :—(1) Attempt **ALL** questions.

(2) Figures to the right indicate full marks.

SECTION—A

1. (a) What are the Ethics in Advertisement ? Explain the role of various organizations for maintaining ethics in India. 14

OR

- (b) "Advertising is a dynamic industry that changes as the consumer, technology and the marketplace changes." Justify the statement with suitable examples. 14

SECTION—B

2. (a) What do you mean by Integrated Marketing Communication ? Do you think it can be more effective than conventional approaches to communicate with consumers ? 7
- (b) Eureka Forbes-the direct marketing pioneer has recently changed its marketing strategy and now they are selling their products through retail malls also. According to you what effect will this bring to their overall marketing communication process ? 7

OR

- (c) Explain in detail the Hierarchy of Effects model for marketing effectiveness. 7
- (d) Recently Airtel has come up with an advertisement about its 4G network where they are challenging the consumers to show a faster network than Airtel 4G and if they do so, consumer will get their lifetime mobile bill free. Comment on a communication strategy used by the Airtel. 7

3. (a) Explain the DAGMAR approach in detail with suitable example. What are the main criticisms associated with DAGMAR approach ? 7
- (b) Farmers in the Amravati district have decided to organize an agricultural expo in Amravati city for Vidarbha region. As an advertising consultant for the expo; what type of advertising planning will you suggest ? Justify your answer. 7

OR

- (c) Explain the importance of Logo, Headline and Layout while designing the advertising program. 7
- (d) Identify and justify the Ad-appeals used in ad-campaign of the following brand :
- (i) Colgate Total Charcoal deep-clean Toothpaste
- (ii) Bournvita. 7

SECTION—C

4. (a) What are the important factors that need to be considered while determining the relative cost of media ? Explain. 7
- (b) Elaborate factors influencing advertising budget. 7

OR

- (c) Discuss the principal methods of media scheduling. What factors should be taken into account ? 7
- (d) Explain and comment, how NRS (National Readership Survey) and IRS (Indian Readership Survey) facilitate advertiser in Advertising decision making process. 7

SECTION—D

5. Godrej started out in 1897 as Godrej Locks. Gradually, the brand name Godrej came to be endorsed by a variety of products. Godrej has successfully built and maintained an image of stability, sturdiness and trust in the Indian Consumer's mind for than 100 years now.

As a matter of policy, the Godrej brand name appears on all of the groups products. In product categories like soap and other personal care products where differentiation is the key, there is an

independent brand name and Godrej appears as the manufacturer such as Jet, Hit, Good Knight, Godrej No. 1, but it did not work well. Probably the problem was with image transfer. Consumers could not accept the fact that a brand associated with strength could be associated with skin care and beauty products.

Some strong brands of Godrej include Godrej locks, Cupboards, Furniture, Refrigerators, Air conditioners, etc.

The group is so diversified that it is difficult to think of a competitor for Godrej as a brand though there are competitors in all categories. According to A & M surveys the picture is not all rosy. Godrej had its highest ranking No. 7 in 1992. The survey had showed an overall liking for the brand in almost all customer segments, especially in household with income of more than Rs. 4000/- month. Gradually the ranking slipped to No. 21 in 1995. Godrej was especially losing its hold in rural areas and probably this was the factor responsible for the decline in ranking. On the other hand, the brand valuation remained high in high-income households segments, which was their main advertising strategy and brand awareness was almost 100 %. But it was the continued fall in brand awareness and valuation in rural areas that ultimately led to Godrej's ranking fall to 41 in 1999.

- (a) Analyse the case according to the advertising campaign of Godrej. 7
- (b) Should Godrej adopt web-based advertising ? Will it help Godrej for its survival ? 7

