

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 marks.

SECTION—A

1. (A) Enumerate in brief the organisational structure of an Advertising agency. Explain the process of selection, compensation and appraisal of an Ad-agencies. 14

OR

- (B) What do you mean by “WEB Advertising” ? Explain the role of social media sites in modern web advertisings. What factors will you consider while selecting website as an Ad-Media ? 14

SECTION—B

2. (A) Define the term ‘Advertising Budget’. What factors will you consider while deciding advertising budget of the campaign ? 7

- (B) Amazon, the popular online shopping portal has announced heavy discount on their Big Billion Day during Navaratri festival. Company has given wide publicity through television and newspapers as preferred media of choice. Comment on the media selection strategy of Amazon. 7

OR

- (C) What do you mean by “Media Mix” ? Explain various steps in Media planning process. 7

- (D) The upcoming Olympic Games will be hosted by Japan at city Tokyo in the year 2020. As a Media planner of world leading Ad-agency WPP, outline suitable Media plan to popularise Tokyo-2020 Olympics across the globe. 7

3. (A) Explain the importance of Mission i.e. Advertising objectives in the Advertising planning process. 7

- (B) What do you mean by advertising appeals ? Identify the advertising appeals used in the following campaigns :

(i) WILD-STONE Perfume Deo-spray and

(ii) DOVE SOAPS and Shampoos. 7

OR

- (C) What do you mean by Headlines and subheads in the print ads ? State the rules for writing effective headlines. 7

- (D) TRIVAGO, a leading Hotel search portal has approached your ad-agency to launch Television commercial. Draft suitable copy of client brief and creative brief for your team of the creative department of ad-agency. 7

SECTION—C

4. (A) Discuss the nature and scope of the advertising. 7
(B) What are the different types of the advertising ? 7

OR

- (C) "Advertising is the Mirror image of the society". Justify the statement by considering social aspect of the advertising. 7
(D) Discuss the Economical and Ethical orientation of the advertising. What is the role of ASCI ? 7

SECTION—D

5. In 1958, TTK a firm in Chennai started making and selling pressure cookers and got themselves established as market leaders. In the year 1999, they had more than 24 models of the pressure cookers. Prestige was the market leader till Hawkins came on the scene. Major difference in both the cookers was that, in the Prestige the cover closed on the top of the vessels which found favour in South and West part of the India while in Hawkins the cover went inside the vessel which was popular in North and East part of the country. Market for pressure cooker was larger in the North and East as compared to South and West.

TTK had to do something like introducing a cooker with inner cover.

Through the Market Research in 2005, TTK found that by now housewives were using the cookers for direct cooking leaving the inside container unused. To support the idea, TTK marketing Team introduced 'Prestige pressure pan'. The advertising theme was based on having heavy bottom for safe direct cooking as also having full benefits of pressure cooking. Prestige pressure pan found its Niche market and has had sustained sales.

- (A) As a marketing manager for TTK, outline marketing communication strategy for Prestige pressure pan. 7
(B) To attract Niche segment, TTK used Abhishek Bachchan and Aishwarya Rai Bachchan as Brand Endorser. Do you think this will motivate interest of customer to try Prestige ? Justify by using AIDA model. 7