

AQ-1351A

M.B.A. (Semester – III) Examination

ADVERTISING MANAGEMENT

Paper-MBA/3204/M

Time—Three Hours]

[Maximum Marks—70

N.B. :— (1) Attempt ALL questions.

(2) Figures to the right indicate marks.

SECTION—A

1. (a) What are the social, ethical and economical aspect in advertising ? Are they really followed by organizations in today's competitive world ? 14

OR

- (b) "Advertising in India is a highly competitive business and today with the increasing consumer awareness, no business can survive without advertising."

Comment.

14

SECTION—B

2. (a) Explain how Facet Model differs from the AIDA model of marketing effect. 7
- (b) Recently the Indian on-line retail giant Flipkart has come up with 'big billion days' campaign again for the consumers, which emphasizes the economy aspect, thereby giving consumers a reason to buy. Justify the communication strategy of Flipkart with respect to marketing effect models. 7

OR

- (c) Explain the AIDA model with suitable examples. 7
- (d) Recently STAR TV network has come up with a television show called 'Aaj Ki Raat hai Zindagi' hosted by Mr. Amitabh Bachchan. The show aims to provide a platform to the people who have done some work for the betterment of society. According to you what factors influence on designing the communication strategy for the show? 7
3. (a) According to DAGMAR what are the main features that need to consider while constituting a good objective? 7

The analysis of the past advertisements, has revealed some interesting details about the advertising theme used over the years and change in the portrayal of brand.

- (1) The ad showed soap and little girls-aping their mother's make-up routines or using pearls as their mother did. The ads concentrated on the beauty aspects.
- (2) Another theme used was to show the soap's properties, such as translucent texture and mildness.

Questions :

- (i) What advertising strategy and effectiveness to be considered? 7
- (ii) How will you analyse the case? Comment on the strategy of Pearls soap. 7

'Pearls' is a speciality brand of soap and commands almost 25% of the premium beauty soap segment. The soap offers special features and over the years it has established an image of quality and uniqueness. The soap has an unusually pearly appearance and colour, is translucent and mildly perfumed. According to agency analyst, Sumeet Jha, "The soap is being advertised for the last nearly 15 years as a mild, pure and chemical free soap. People feel it is milder than other beauty soaps and women prefer to use it for their families, especially children. A large number of priorities are associated with the brand, however, all the advertisements are based on mildness, purity and chemical free nature of the soap. For many years the demand increased steadily and the company was happy with the growth rate.

At the same time however because of special properties and restricted advertising, many consumers felt that the soap is suitable only for babies and dry skinned people. For the last three years the growth has been stagnant and volumes have not increased.

In the Scenario, the aim of the marketing team must be to appeal to a whole new set of consumers, who are non-users of the soap. The biggest challenge is to retain the image and still create more demand.

- (b) Local jewellery shop in order to compete with mega retail jewellery chains, interested in designing Ad copy for this shop, has placed an order for design Ad copy to you, how will you design brand name, logo and layout of the brochures ? Justify the answer.

7

OR

- (c) What are the major approaches can be used in determining the advertising budget ? Discuss. 7
- (d) Identify and justify the Ad- appeals used in ad-campaign of the following brand :

. Idea Cellular Ltd.

. Recent Maggi Noodles Ad.

7

4. (a) What are the high 'Reach' and 'Frequency' levels for a given message ? 7
- (b) The pioneer account has accepted your recommendation for 10 one-page insertions (10 issues) in a magazine known as the illustrator press. Your total target audience is 30 million people.

The magazine reaches an estimated 3 million of your target audience per month. The cost per page of the publication is Rs. 20,000. What is the total GRP delivered by schedule ? What are CPM and the CPP ?

7

OR

(c) Explain the following terms :

- Programme Rating
- Gross Ratings Points (GRP's)
- Target Rating Points (TRP's)

7

(d) Which advertising media and media vehicles would you suggest for advertising the following products and service categories ? Give reasons.

- Local beauty Parlor Saloon Chain
- Book Publishing House Specialized in children books.

7

SECTION—C

5. The marketing team of Hindustan products was debating the creative strategy to be adopted for their Pearls Soap campaign. The account is handled by HML, which is responsible for their entire range of soaps, cosmetics and other fast moving consumer products. The total sales revenue for their products is in the range of Rs. 1,600 crores annually.

The toilet soap market of India is one of the largest in the world – Rs. 3,000 crores. There are about fifteen major brands competing in the market, all from big companies. The distribution coverage for all these brands is nationwide. The top brands command over 85% of the market and are positioned as unique in some way. The different categories are general-purpose soaps, the special purpose soaps, beauty soaps, moisturising soaps and fairness soaps. Each of these soaps offers 3 to 4 variants with different features and benefits.

These top brands are manufactured and marketed by five major companies, who are considered aggressive and the competition is intense in terms of promotion and advertising.