

AS-773

M.B.A. Semester—III (New) 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) "Severe competition and technological advances has brought about the importance of Advertising in the Market place." Justify the statement. 14

OR

- (B) Define the term 'ADVERTISING'. How it differs from other elements of the promotional mix. Mention the functions of Advertising. 14

SECTION—B

2. (A) What do you mean by the term 'Marketing Communication' ? What are the various elements in the marketing communication process ? 7
- (B) "ROTI, KAPDA, MAKAN AUR DATA" will be the future of Digital India", this is what the Chairman of Reliance-JIO, Mukesh Ambani declared in AGM of Reliance while announcing JIO-4G services by announcing unreliable data offers. Corelate the JIO-Communication strategy to AIDA Model and explain. 7

OR

- (C) Describe the various stages that a consumer goes through as per the Lavidge and Steiner's Hierarchy of effect model. 7
- (D) By Applying innovation-adoption model justify the communication strategy of the Ad-campaigns of -(i) AIRTEL-OPEN NETWORK (ii) SYSKA LED BULBS. 7

3. (A) "Advertising objectives can be classified according to whether their aim is to inform, persuade, remind or reinforce." Justify the statement by considering DAGMAR Approach. 7
- (B) Advertising appeals attempt to influence the behaviour of the consumers. Identify and justify the Ad-appeals used in the following Ad-campaigns :
- (i) Snap-deal-unboxed-Ad-Diwali festival.
- (ii) Patanjali-Detergent products. 7

OR

- (C) What is the purpose of Headlines in the print ad ? Explain the importance of LOGO ? 7
- (D) "JODI-Makers" is a new venture started by you after completion of your MBA, with your team-mates. It provides matrimonial services to the Marathi, Hindi, Marwari, Gujarathi communities in a city. Outline the Body copy of the print Ad to be inserted in the local Newspapers. 7

SECTION—C

4. (A) What do you mean by the term Media Planning ? What are the various decisions to be taken while drawing the media plan of the organisation ? 7
- (B) What are the different advertising audio-visual media available to an advertiser for advertising their products ? Discuss. 7

OR

- (C) What do you mean Advertising Budget ? Do you agree that advertising budget is an investment made by a company ? 7
- (D) What are the advantages and disadvantages of the Television as broadcasting media ? 7

SECTION—D

5. In the beginning of this decade, in 2011, The media was replete with stories about many big consumer brands being evicted from Facebook 'for violating codes governing hosting of pages.' Industry watchers felt that it was indeed a smart strategy by Facebook to pull off certain pages of the top brands to make them more vigilant about the need to follow rules. Facebook code : An Individual creating the page has to be an official representing an organisation, business, celebrity, or brand.

There are guidelines for advertisers in terms of content and image on what is prohibited, especially with regards to alcoholic beverages, copyright and trademark regulations. Facebook has also created a Facebook Permission Centre that provides guidelines on making correct references such as use of the word Facebook, its logo/monograms, etc. Brands have to follow these rules while advertising on web-portals or platforms like Facebook, Twitter, Linked-in etc.

- (A) Analyse the case with reference to the rules and regulations imposed by facebook regarding web-advertising. 7
- (B) Banning ads of Alcoholic Beverages, will have a negative impact on facebook as a tool of web-advertisement. Comment. 4
- (C) What strategic inputs would you like to suggest facebook in order to balance the situation ? 3

