

Electrolux, Femina, Future Group, Godrej, HBO, HP, Hindustan Unilever, ITC, Jet airways, Johnson & Johnson, L & T, Novartis, Pepsi, The Economic Times, UNICEF, Uninor, virgin India and many more.

MUDRA bagged many national and International awards to its credentials. To name a few are Cannes, D & AD, Clío, one show, Ad fest, etc. Recently MUDRA GROUP launched a specialised agency in Ahmedabad called as Ignite MUDRA, to cater to the Brand Building needs of the entrepreneurs nationally and internationally. Assuming yourself as Brand-Communication. Chief at Ignite-Mudra.

- a) Design and outline suitable organisation structure for your agency, Ignite MUDRA. **5**
- b) Brand – "STARBUCKS" - A Retail coffee chain approaching the agency for the Advertising campaign planning of 'STARBUCKS'. Design a suitable format for appraisal of the agency to be used by starbucks to for appraisal of Mudra. **5**
- c) Anticipating the appraisal process what way Mudra should get prepared themselves. **4**



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M.B.A. Semester - III (New)

Paper - MBA/3204/M : Advertising Management

P. Pages : 4

Time : Three Hours

Max. Marks : 70

- Notes : 1. Attempt all questions.
2. Figures to the right indicate full marks.

SECTION - A

1. a) "Advertising is a wasteful expense as it gives rise to unnecessary purchase, upsetting financial balance". Discuss & comment. **14**
- OR**
- b) Explain the social, ethical and economical aspect of the Advertising. **14**

SECTION - B

2. a) Describe the various stages defined in the AIDA model to understand consumer's Journey from ignorance of a product to its purchase? **7**
- b) Identify the elements of Marketing communication in the Advertising campaign of the following: **7**
- i) MakeMyTrip.com. ii) Dove soap.

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c) "The target customer may not receive the intended message because of the perceptual process of selective attention, selective distortion, and selective retention. Explain. 7

d) "Sairat", the Marathi Movie produced by the Zee studio turn out to be block-buster on Box-office collecting Rs. 100 crores. Produced with unknown faces, Small budget, the movie set a mile-stone. Comment on the marketing communication channels tools used by ZEE STUDIO to popularise movie. 7

3. a) "A layout is a model, in the form of a sketch, drawing, or painting of what the proposed ad might look like". Justify the statement with basic principles of preparing layout. 7

b) You are asked to prepare an act copy for the 'Cultural event of your college' to be inserted in the local news paper. Explain the various elements of body copy. 7

OR

c) What do you mean by the term Illustration? What are various ways in which a product or service can be depicted in an illustration? 7

d) By considering upcoming X-mas festival and New year blast of fun, suggest suitable headlines and slogans for the local family club 7

known for social get-together in your city named as "Club-riviera".

SECTION - C

4. a) What are the various factors influencing the advertising budget of a company? Explain. 7

b) What are the advantages and disadvantages of the Newspaper as a print Media? 7

OR

c) Mention various factors to be considered by planning Media-Mix strategies. 7

d) Explain the merits and demerits of Magazine as the advertising Media? 7

SECTION - D

5. The Mudra Group is one of India's leading advertising agency. It delivers innovative brand solutions to its clients through its four agency network.

- 1) Mudra India-Branding & communication.
- 2) DDB-Mudra-Influence and Behavioural change.
- 3) Mudra-Max-Integrated Engagement & experience.
- 4) Ignite Mudra-partnership for entrepreneurs.

MUDRA was founded by A.G.

Krishnamurthy on 25th March 1980. It was born at Ahmedabad with 15 employees, 500 sq. fts space, ₹ 40,000/- and VIMAL suitings as its first client. Some of MUDRA's clients are Aircel, Amrutanjan, Amway, Bank of Baroda, Castrol, Dabur, Disney,