

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) Define the term advertising. What are the participants in the advertising process ?
Explain in brief the functions of advertising. 14

OR

- (b) Some feel that advertising manipulates the mind, while others are of the view that advertising seeks to persuade. Justify the interpretation by considering social and ethical aspects of advertising. 14

SECTION—B

2. (a) What do you mean by the term 'Integrated Marketing Communication ? 7
(b) After successful launching of 'JIO' cellular services by the Reliance group, other telecommunication services were forced to reduce the tariff plans and increase the data allocation to compete with JIO. Comment on the telecommunication services war by considering AIDA model of communication. 7

OR

- (c) Explain in brief various steps in the innovation adoption model of communication. 7
(d) IPL-Indian Premier League by BCCI since its inception 2008 is getting success as leading sport-event brand. Comment on the communication model used by BCCI which is a blend of Cricket, Cinema and Corporate. 7
3. (a) "The prime objective of advertising is to increase sales and profit maximisation". Do you agree ? Give reasons by considering the DAGMAR approach. 7
(b) The purpose of advertising appeal is to influence consumer's feelings towards product. Identify and comment on the appeals used in the following Ad-Campaigns :
(i) WILD-STONE-Perfume Body Spray
(ii) VIVO-Selfie-Phone. 7

OR

- (c) Explain in brief various elements of Body Copy in Print Ads. 7
- (d) PRO-KABADDI Tournament will be organised in your city in the month of January, 2018. Your college is appointed as promotional campaign partner. As a student of marketing class, suggest suitable messages and headlines to popularise the event in your city. 7

SECTION—C

4. (a) Explain in brief various factors affecting media planning process. 7
- (b) Explain advantages and disadvantages of the following media vehicles :
- (i) Billboards/Boards 7
- (ii) Television. 7

OR

- (c) Explain how Advertising Budget is allocated ? State various approaches for Advertising Budget. 7
- (d) Give detailed classification of Print and Broadcast Media. 7

SECTION—D

5. Café Coffee Day (CCD), known for using unconventional marketing strategies, is believed to spend most of its promotional budget within the premises and 8-10% on virtual marketing.

As per media reports, the company is poised to enhance the online budget to about 30 percent of its advertising budget. Its virtual initiative 'Friends of Coffee' aims at using social networking platforms such as Face Book, Twitter where like minded coffee drinkers are provided with space to interact, share notes, on coffee related trivia and areas of sports and music, and also to participate in online games and contests.

The company targets the youth in the age group of 16-24 years.

On Digital Social Media like Twitter, CCD got motivating and catchy quotes from loyal youth coffee drinkers :

Some worth noting quotes on Twitters were as follows :

- By Unknown-SEPT' 2014 : "I would not hate my noisy alarm so much if it woke me up with the fragrance of coffee instead."
- By Unknown-OCT' 2015 : "Asking someone out for coffee makes more sense than asking which caste they belong to or to what religion they follow."
- By Unknown-JAN' 2017 : "You can tell if a woman is in love by the way she sips her coffee."

- (a) Analyse and comment on the digital marketing strategy of CCD 7
- (b) CCD is spending more on web/digital advertising as compared to conventional media. Identify the reasons " 7