

IV Sem. M.B.A. (Day)/VI Sem. M.B.A. (Evening) Degree

Examination, June/July 2007

(Updated Scheme)

MANAGEMENT

M-6 : Advertising Management

Time : 3 Hours

Max. Marks : 75

SECTION – A

1. Answer **any six** questions. **Each** question carries **two** marks. **(6×2=12)**

- a) What are the key tasks of the advertising plan ?
- b) Why the concept of Integrated Marketing Communications (IMC) is considered as valuable by most companies ?
- c) What are the stages of the perception process ?
- d) What is the meaning of brand equity ?
- e) What is comparative advertising ?
- f) What do you understand by reach and frequency in media planning ?
- g) What is the meaning of ad clicks in the internet advertising ?
- h) Why word-of-mouth communication is often not discussed as promotional communication ?

SECTION – B

Answer **any four** questions. **Each** question carries **five** marks. **(4×5=20)**

2. Explain the DAGMAR approach.
3. What are the requirements of successful transformational advertising ?
4. What is the role of direct marketing in the integrated marketing programs ?
5. What are the sales promotion techniques used in trade and business markets ?
6. What are the objectives and types of corporate advertising ?
7. What guidelines would you suggest to a new advertiser for selecting an advertising agency for the first time ?

P.T.O.

### SECTION – C

Answer **any three** questions. Each question carries **ten** marks. (3×10=30)

8. Why are brand personality associations are important to marketers and consumers ?
9. Describe the strategy used for copy testing, including whether to test, when and what to test, and criteria used in copy testing.
10. What are the methods used for establishing the advertising budget ? Which one of these methods is used by two-thirds of the largest advertisers and why ?
11. Explain the media scene in India, in terms of media options, advertising rates, readership and circulation data.
12. Describe advertising planning and decision making.

### SECTION – D

13. Read the following case and answer the question given at the end. This question is **compulsory**. It carries **thirteen** marks. (1×13=13)

#### SARAGAM ALUMINIUM LTD.

Sukesh Kumar, marketing head of Saragam Aluminium Limited, wondered what kind of promotional decisions were required for the new products of aluminium extrusions manufactured by the company at Hosur industrial estate in Tamil Nadu. The company, whose head-office was in Bangalore, started manufacturing aluminium extruded products, like door and window frames required by household customers as well as commercial and industrial firms in technical tie-up with a French Company in 1991. The product range of this new company, which had competitors in private sector - like Jindal aluminium, Man Aluminium and Hindalco – and public sector firms such as Balco and Indalco –, included, in addition to door, window and partition frames, industrial applications such as contactors in electrical control panels, components of water purification equipment, heat-sink components in electronic equipment.

Sukesh Kumar conducted a market survey to understand the needs of household and business customers, competitors' information and other relevant information needed to take marketing decisions. The findings of the market survey indicated that prospects could not differentiate the company's products from other suppliers, except for the French technology used by the company. Sukesh Kumar had forecasted Rs. 100 million sales in the first year of operations, assuming five percent market share of Southern regional market potential, as the company decided to focus on Southern region markets initially.

Sukesh Kumar wanted to discuss and decide promotional decisions with the managing director of the company and hence, he was thinking about the proposals to be made on the promotional expenditure, message strategy and media plan, keeping in mind the concept of Integrated Marketing Communications (IMC).

**Question:**

If you were Sukesh Kumar, what would be your proposals on the promotional expenditure, message strategy and media plan.

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