



PG – 622

IV Semester M.B.A. Degree Examination, June 2009

(2007 Scheme)

Management

M-6 : ADVERTISING AND INTEGRATED BRAND MANAGEMENT

Time : 3 Hours

Max. Marks : 75

SECTION – A

Answer **any six** questions.

(6×2=12)

1. a) What is advertising ?

b) What are public relations ?

c) What is sales promotion ?

d) What is branding ?

e) Define a consumer.

f) What is direct marketing ?

g) What do you understand by an advertising message ?

h) What is a advertising copy ?

i) What is corporate advertising ?

SECTION – B

Answer **any three** questions.

(3×8=24)

2. What are the objectives of advertising ? Discuss whether the economic effects of advertising are achieved by advertising through different media.

3. Explain how advertising is a communication process. How does it become a business process in the context of direct marketing ?

4. How are segment profiling and positioning a prelude to advertising ? Elaborate in terms of advertising and promotion research.

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5. What do you understand by integrated brand promotion ? What are the components of an advertising plan ?
6. Elaborate on home event sponsorships, product placements and branded entertainment can help achieve the communication and sales objectives of advertising.

SECTION – C

Answer **any two** questions.

(2×12=24)

7. Discuss in detail the social and ethical implications of advertising. You may use suitable examples.
8. What do you understand by an advertising message ? How does copy writing put forth the advertising message in different media ?
9. What is direct marketing ? What are the media applications in direct marketing ? Can direct marketing do away with traditional advertising methods ? Discuss.

SECTION – D

This Section is **compulsory**.

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You are required to devise a new advertising strategy for the Nano car manufactured by Tata Motors. Given the background of the company in car making and keeping in view the features and advantages of the Nano car, create a slogan, advertising copy and a proposed visual for the car. Mention which media you will use, which slots and why. Mention the profile of your target segment and have your advertisement will appeal to them.
