



**IV Semester M.B.A. (Day) Degree Examination, June/July 2010
(2007-08 Scheme)**

MANAGEMENT

Paper – M-6 : Advertising and Integrated Brand Management

Time : 3 Hours

Max. Marks : 75

SECTION – A

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

1. a) What is advertising ?
- b) What is visualising ?
- c) What is positioning ?
- d) What is brand promotion ?
- e) What is copywriting ?
- f) What is an advertising message ?
- g) What is brand equity ?
- h) What is segmentation ?

SECTION – B

Answer **any three** of the following questions. Each question carries **eight** marks : (3×8=24)

2. Media planning is a part of the integrated brand management campaign. Discuss this statement and substantiate with its importance and examples.
3. Advertisements have different purposes : some give awareness, some information some aim at sales. Discuss the various types of advertisements and their objectives with suitable examples.
4. Briefly enumerate the following concepts :
 - a) Public relations
 - b) Branded entertainment
 - c) Corporate advertising
 - d) Event sponsorship.

P.T.O.



5. Discuss the modern day trends that you see in the style and pattern of advertising with special reference to internet advertising. You may use suitable examples.
6. Explain in detail the role of an advertising agency in planning and executing an advertisement. Explain the process step by step.

SECTION – C

Answer **any two** questions. Each question carries twelve marks : (2×12=24)

7. Discuss 'top of the mind' advertising. Choose a product and elaborate on the 'top of the mind' strategy for the product with reference to the target consumer, advertising media, etc.
8. a) What is copywriting ? Discuss how creativity and copywriting help in good advertising.
b) What is direct marketing ? Does this concept have relevance in today's world ?
9. What is sales promotion ? Taking the example of a bar of washing soap discuss the various sales promotion techniques one could use. Explain the pros and cons of each techniques.

SECTION – D

Compulsory. Case study :

15

10. A manufacturer of cars, whose home country is in the European Union, has approached you to formulate an advertising and brand management advertising and brand management campaign with the purpose of promoting their cars for sales in India. Keeping in mind that the Indian consumer is an individual with a family, belongs to a peer group, a social class and income class, explain the advertising plan you would execute, taking in consideration the decision making influences of the Indian consumer.
-