



PG – 021

IV Semester M.B.A. Degree Examination, June 2011

(2007-08 Scheme)

MANAGEMENT

Paper – M-6 : Advertising and Integrated Brand Management

Time : 3 Hours

Max. Marks : 75

SECTION – A

Answer **any 6** questions. **Each** question carries **2** marks.

(6×2=12)

1. a) What is a creative brief ?
- b) What is branded entertainment ?
- c) What is advertising clutter ?
- d) What is cross – selling ?
- e) What is influencer marketing ?
- f) What is cognitive dissonance ?
- g) What is integrated brand promotion ?
- h) What is meant by public relations ?
- i) What is surrogate advertising ?

SECTION – B

Answer **any three** questions. **Each** question carries **8** marks.

(3×8=24)

2. What is copywriting ? Explain how copywriting should be done for different media.
3. Does consumer decision making affect the way advertising is done ? Discuss contextually giving suitable examples.

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4. “Direct marketing lessens the scope for advertising traditionally”. Is this true ? Elaborate emphasising on the scope for direct marketing currently mentioning examples of direct marketing.
5. “Businesses today relate well to event sponsorship as it helps enhance image and sales”. Express your opinion about this statement.
6. Is there a necessity for media planning strategies to change according to consumer profiles ? Discuss.

SECTION – C

Answer **any three** questions. **Each** question carries **8** marks. (3×8=24)

7. Discuss the impact of advertising on society. Give importance to the social and ethical aspects in your answer.
8. Creative advertisement augments sales and boosts company image. With reference to different Indian advertisements elaborate your answer.
9. Write short notes on :
 - a) The necessity of market segmentation, differentiation and positioning in advertising.
 - b) The role of an advertising agency in advertising.

SECTION – D

10. Case study. This section is **compulsory**. (1×15=15)

Bharti Airtel Ltd. (BHARTI), India’s largest mobile-phone operator, posted a worse-than- estimated 31 percent drop in fourth-quarter profit after higher network costs and advertising expenses eroded margins. Net income in the three months ended in March was 14 billion rupees (\$314 million), New Delhi-based Bharti



said in a statement today. That lagged behind the 16.3 billion rupees average of 10 analysts' estimates compiled by Bloomberg. Bharti, controlled by billionaire Sunil Mittal, more than doubled advertising spending after the introduction of third-generation mobile-phone services and number portability lifted competition in a country with 15 service providers. Slowing growth in the world's second-largest cellular market prompted Bharti to expand overseas with its purchase of the African assets of Kuwait's Mobile Telecommunications Co. last year.

"All the operators have been increasing their spending, and that's one thing that will keep margins under pressure for now," said Archit Singhal, an analyst at Jaypee Capital Services Ltd. in Mumbai. He rates Bharti's shares "neutral". The shares fell as much as 4.8 percent, the biggest intraday drop since Feb. 10, to 352.20 rupees. The stock traded down 1.8 percent at 10:02 a.m., poised for a third consecutive day of decline. Spending on sales and marketing more than doubled to 18.3 billion rupees in the quarter from 7.57 billion rupees a year earlier, the company said. Access and interconnection charges jumped 85 percent to 21.4 billion rupees.

Sales rose 52 percent to 163 billion rupees after Bharti's acquisition in Africa. "In India, we have been focusing on building a robust 3G network to meet the increasing data needs of a young population", Mittal said in the statement. In Africa, the company is "rapidly expanding network coverage, improving distribution width and increasing efficiency and productivity standards". Average revenue per user, a key metric of performance in the telecommunications industry, fell 12 percent in India to 194 rupees a month. In Africa, the figure was \$7.20, the company said without providing a comparative number. Bharti started the roll-out of third-generation wireless services in India this year that will allow it to boost revenue if data use and smartphones catch on among users.



Mobile-phone service providers are betting on the faster network to lure consumers to use more profitable services after call rates in India fell to half-penny a minute. Japan's NTT DoCoMo Inc. and Norway's Telenor ASA (TEL) set off a tariff war when they entered India with lower rates to win customers in a market that is forecast by researcher Gartner Inc. to exceed 993 million users by the end of 2014. India had 812 million mobile-phone accounts in March, according to the nations' telecom regulator, lagging behind only China. Bharti had 162 million subscribers in India as of March 31, according to the nation's telecommunications industry regulator. Debt exceeded cash and cash equivalents by 600 billion rupees as of March 31, up from 12.8 billion rupees a year earlier, the company said in its quarterly report. The company, part owned by Singapore Telecommunications Ltd., plans to invest in expanding new businesses in Nigeria, Gabon, Zambia, Malawi, Niger and Uganda after the company completed its \$10.7 billion cash and debt purchase of the African assets of Kuwait's Mobile Telecommunications.

Bharti may invest \$400 million in the Democratic Republic of Congo in the next three years, Antoine Pamboro, the company's managing director in Congo, said Dec. 10. Bharti will invest 25 billion shillings (\$300 million) in Kenya this year and start 3 G services in the East African nation this year, Airtel Kenya Ltd. Chief Executive Officer Rene Meza said in January.

- 1) Why do you think that the advertising expenditure was doubled ?
- 2) Why is it necessary to profile the customer base as a "young population" ?
What implications does it have on advertising ?
- 3) Does the idea of expanding in new countries have a bearing on the advertisements done in India ? If so, how can the Indian advertisements be supportive to international plans ?