



## IV Semester M.B.A. Degree Examination, June/July 2012

(2007-08 Scheme)

## MANAGEMENT

## M – 6 : Advertising and Integrated Brand Management

Time : 3 Hours

Max. Marks : 75

**Instruction : Answer all questions.**

## SECTION – A

Answer **any six**, each carries **2** marks.**(6×2=12)**

1. a) Define advertising.
- b) What are the various elements of promotional mix ?
- c) What is surrogate advertisement ?
- d) What do you mean by transit advertisement ?
- e) Differentiate between brand equity and brand loyalty.
- f) What is DAGMAR approach ?
- g) What is integrated marketing communication ?
- h) Differentiate between global and regional advertising.

## SECTION – B

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

2. Discuss the impact of advertisement on the Indian society.
3. Discuss the various of methods of determining advertisement budget.
4. Write a note on media planning and scheduling.
5. What are different types of advertising media ? List the merit and demerit of each.
6. Can consumer's attitude towards advertisements can be changed ? Discuss.

P.T.O.



## SECTION - C

Answer **any two** questions. **Each** question carries **12** marks.

(12×2=24)

7. Give an account of advertising agencies in India.
8. How do you promote a advertising campaign for a new market to promote durable product in India ? Explain in detail.
9. Critically evaluate the brand promotions techniques adopted by Indian companies in the present situation.

## SECTION - D

10. Case (**Compulsory**) :

(1×15=15)

Recently Nestley devolved a 10 lakh IMC with a MUDRA tie in. The MUDRA featured on POP displays in retail outlets as well as on special cerelac cereal boxes. Although primary brand of promotion is cerelac, Nestley supported other brands such as like milkmaid, milky bars etc.

Nestley used trade promotions to encourage retailers to display POP materials. The sweep stakes was promoted using print advertisements and radio advertisements. Consumers could get discounts on books, clothings and toys where as retailers could win trips to foreign countries. In the majority of the families, female do the grocery shoppings. To encourage retailers to use displays Nestly awarded special VIP treatment to any retailer in the foreign country who sell more than 20 boxes per week.

Questions :

- 1) Do you think promoting unrelated products in the same campaign lead to synergy and there by success ?
- 2) What type ad copy do you suggest to promote baby products ?
- 3) How do you ensure brand equity in the baby segment ?