



PG – 118

IV Semester M.B.A. (Day) Degree Examination, June/July 2013
(2007-08 Scheme)
Management
M-6: ADVERTISING AND INTEGRATED BRAND MANAGEMENT

Time : 3 Hours

Max. Marks : 75

SECTION – A

Answer any six of the following :

(6×2=12)

1. a) What is institutional advertising ?
- b) Define brand loyalty.
- c) What is test marketing ?
- d) What do you mean by sales routine ?
- e) What is consumer oriented sales promotion ?
- f) Define event management.
- g) What is promotion research ?
- h) What is sales budget ?

SECTION – B

Answer any three questions :

(3×8=24)

2. 'Positive publicity is the result of a good sales promotion strategy'. Comment.
3. Can message be developed by the organisation for publicity ?
4. State the steps involved in the organization of advertising research.
5. What is the role of creativity in developing advertising message strategy ?
6. Explain the implications of brand building.

P.T.O.



SECTION – C

Answer any two questions :

(2×12=24)

7. 'In marketing communication, event management is gaining a lot of significance'. Discuss.
8. How do you measure the sources of brand equity ?
9. If you are trying to introduce a new consumer durable product into Indian rural market, state the factors that influence the choice of individual media vehicle.

SECTION – D

(1×15=15)

10. Analyse the following case and answer the questions given at the end.

The office of RXL Ltd. wore a deserted look. The marketing manager, all six regional managers and product managers were busy in a brain storming session at a far away location in Kerala. The main reason behind this session was to identify the future course of action for their products – mattresses and pillows – marketed under the brand name Dreams. The issue was to decide the approach for the six month long promotion drive to be launched next month.

The company is one of the largest manufacturers operating at a national level in the market of mattresses. The retail market of branded products is estimated to be Rs. 100 crore and unbranded market is in the tune of Rs. 400 crore. The market is growing at the rate of around 10 percent per annum in urban areas and 18 percent in rural areas. At present there are six branded products in the market and cure is the market leader with 25 percent market share. 'Dream's is in the middle of the rung with around 14 per cent market share. Besides these two brands, several local and regional brands operate in the market and the market is quite competitive.

The Company RXL, Ltd. is based in Chennai and its product range includes mattresses, pillows, carpet – inlays, wall panels, foot mats and other products. The manufacturing facility is located 30 kilometers from Chennai and boasts of an ultra – modern factory and storage set up. The head office is in Chennai and six regional offices are located in all major cities, i.e. Bangalore, Kolkata, Delhi, Chandigarh, Jaipur and Mumbai.

The company sells about 30 per cent of its products to institutions such as hospitals, hotels and resorts and government bodies. Large sales volume comes from the southern and western parts and some comes from the rest of the country.



Besides this, the mattresses, pillows and carpet-inlays are sold in retail through dealers in around sixty cities all over the country. Presently the company has around 100 dealers who are looked after by the regional offices.

The company started to advertise in print and radio in 1987. The advertising theme highlighted features of the products, both in print and radio.

About five years back, the company had offered a unique feature, i.e. a guarantee card, which ensured protection against duplicate products.

The company also used sales promotion to augment the efforts of advertising and dealer efforts. Some promotional schemes offered gifts such as towel, bed-sheet or pillow with mattresses. All these promotion schemes affected the company's bottom line and did not find very enthusiastic response from dealers.

The company thus needed a new platform to highlight its new campaign. A six-month promotional campaign is to be launched with an equal mix of print advertising, consumer sales promotion and a dealer promotion scheme. The marketing manager wishes to select a theme to portray the ads. In the light of the common theme the various options available to the company include the lifestyle product theme, the superior quality theme and the most healthy product theme.

The entire advertising campaign is to be based on this theme selected and hence it is very important to pick the most appropriate theme.

Questions :

- i) Analyse the case and identify significant problems.
- ii) Plan an advertising strategy for the product. Justify your choice of media and the campaign theme and
- iii) Write three appeals you propose should be used in the campaign.