



PG – 797

IV Semester M.B.A. Degree Examination, July/August 2014  
(2007-08 Scheme)

**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 brand management ?
- c) What is promotion research ?
- d) What is branded entertainment ?
- e) What is merchandising ?
- f) What is a creative plan ?
- g) What is integrated brand promotion ?
- h) What is event sponsorship ?

SECTION – B

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

2. Using appropriate examples of products and their advertisements, explain why and how market segmentation and profiling is done for the purpose of advertising products.
3. What are the functions of an advertising agency ? Explain the process of planning to delivering the advertisement.
4. The consumer is the ultimate decision maker. Why is consumer behaviour an essential subject to understand, in view of this statement ?

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5. What are the fundamental influences on the evolution of the advertising industry ? Discuss modern trends in this regard.
6. What is meant by point of purchase advertising ? With suitable examples explain how the point of purchase can be a good source for sales promotion.

## SECTION – C

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

7. What is meant by message strategy ? Why is it imperative to plan the advertising message ? Use appropriate examples to emphasize your answer.
8. Explain the structure of the advertising industry. Also discuss the evolution and transition of the industry into its current state.
9. Write short notes on **any four** of the following :
  - a) Public relations
  - b) Event sponsorship
  - c) Media applications in advertising
  - d) Corporate advertising.
  - e) Direct marketing
  - f) Media planning.

## SECTION – D

10. This question is **compulsory**. (1×15=15)

Select **any one** product from the following. Hebal hair oil, or any car or a microwave oven/refrigerator or potato chips. You are required to do the following for the product you have chosen :

- 1) Segmentation, target profiling of consumer for this product
- 2) Positioning of the product.
- 3) Think up a print ad for this product.
- 4) Give an attractive name for the product and draw an illustration of the print ad.
- 5) Name the parts of the ad. The visual may be described as to its contents.
- 6) The header and copy of the body may be written neatly.