



PG – 963

IV Semester M.B.A. Degree Examination, July 2016
(2007-08 Scheme)
MANAGEMENT
M – 6 : Advertising and Integrated Brand Management

Time : 3 Hours

Max. Marks : 75

SECTION – A

1. Answer **any six** of the following. **Each** question carries **2** marks. **(6x2=12)**
- a) Explain the meaning of the term "Message Strategy".
 - b) What is advertising ?
 - c) What is copy research ?
 - d) What is creative plan ?
 - e) What is event sponsorship ?
 - f) What is point of purchase advertising ?
 - g) What is trade promotion ?
 - h) What is corporate advertising ?

SECTION – B

- Answer **any three** questions. **Each** question carries **8** marks. **(3x8=24)**
2. What is cognitive tension ? Recall an instance in which you experienced it. How would you measure cognitive attention ?
 3. Write a note on the economic effects of advertising.
 4. Develop segmentation strategies for the following :
 - a) College
 - b) Church.
 5. Describe the structure of advertising Industry in India.
 6. Narrate the evolution of advertising industry.

P.T.O.



SECTION - C

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

(2×12=24)

7. Evaluate different methods of advertising budget.
8. Distinguish between a communication objective and a marketing objective. Evaluate the judgement of a brand manager of Budweiser beer who decides that the goal of his advertising should be to remind people of the brand.
9. Outline the major components you would include in your advertising plan, if you were the brand manager of a brand of
 - a) Major credit card
 - b) An electric car.

SECTION - D

10. Case study (**Compulsory**) :

(1×15=15)

You are an advertising manager for a new time of package marking devices for use by retail food stores. Your advertising is designed to create awareness among chain store managers. Two schedules with equal cost are proposed. One uses many trade journals and will reach 10000 store managers with a frequency of 1.1. The other reaches fewer journals and will reach 4000 with a frequency of 5.4.

Questions :

- a) Which of these alternatives is superior ?
 - b) What other factors should be considered in planning this ?
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