



PG – 913

IV Semester M.B.A. Degree Examination, July 2017
(2007-08 Scheme)

M6 : ADVERTISING AND INTEGRATED BRAND MANAGEMENT

Time : 3 Hours

Max. Marks : 75

SECTION – A

Answer **any six** questions. **Each** question carries **2** marks. (6×2=12)

1. a) What is meant by advertising ?
- b) What is a brand ?
- c) What is integrated brand management ?
- d) Is advertising a communication process ?
- e) Who is a brand ambassador ?
- f) Who is a consumer ?
- g) What are public relations ?
- h) What is meant by a company image ?

SECTION – B

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

2. What are the economic effects of advertising ? Explain citing suitable examples.
3. Discuss the role of advertising agency in planning and executing an advertisement. You are required to use examples.
4. What is copywriting ? Does copywriting require creativity ? Give examples of creativity in copywriting.
5. What is the meaning of a message in advertising ? Explain using appropriate examples.
6. Explain the concepts of
 - a) Point of purchase advertising and
 - b) Branded entertainment.

P.T.O.



SECTION - C

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

7. Explain how the concepts of segmentation, targeting, positioning and value proposition work in an advertisement.
8. What is consumer behaviour ? Using different features of consumer behaviour, explain how they are useful in advertising ?
9. Discuss the following concepts using suitable examples :
 - a) Corporate advertising
 - b) Promotion research
 - c) Structure of the advertising industry.

SECTION - D

Case study. This is a **compulsory** question. (1×15=15)

10. Select **any one** of the following products :
 - a) Toothpaste
 - b) Shampoo
 - c) Detergent powder
 - d) A car

You are required to name the product and plan an integrated advertising campaign for the product.

The message, the positioning of the product, the parts of the advertisement, the placing of the visual should be clearly indicated and illustrated.
