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IV Semester M.B.A. Degree Examination, June 2009

(2007 Scheme)

Management

M-6 : ADVERTISING AND INTEGRATED BRAND MANAGEMENT

Time : 3 Hours

Max. Marks : 75

SECTION – A

Answer **any six** questions.

(6×2=12)

1. a) What is advertising ?

b) What are public relations ?

c) What is sales promotion ?

d) What is branding ?

e) Define a consumer.

f) What is direct marketing ?

g) What do you understand by an advertising message ?

h) What is a advertising copy ?

i) What is corporate advertising ?

SECTION – B

Answer **any three** questions.

(3×8=24)

2. What are the objectives of advertising ? Discuss whether the economic effects of advertising are achieved by advertising through different media.

3. Explain how advertising is a communication process. How does it become a business process in the context of direct marketing ?

4. How are segment profiling and positioning a prelude to advertising ? Elaborate in terms of advertising and promotion research.

P.T.O.



5. What do you understand by integrated brand promotion ? What are the components of an advertising plan ?
6. Elaborate on home event sponsorships, product placements and branded entertainment can help achieve the communication and sales objectives of advertising.

SECTION - C

Answer **any two** questions.

(2×12=24)

7. Discuss in detail the social and ethical implications of advertising. You may use suitable examples.
8. What do you understand by an advertising message ? How does copy writing put forth the advertising message in different media ?
9. What is direct marketing ? What are the media applications in direct marketing ? Can direct marketing do away with traditional advertising methods ? Discuss.

SECTION - D

This Section is **compulsory**.

15

You are required to devise a new advertising strategy for the Nano car manufactured by Tata Motors. Given the background of the company in car making and keeping in view the features and advantages of the Nano car, create a slogan, advertising copy and a proposed visual for the car. Mention which media you will use, which slots and why. Mention the profile of your target segment and have your advertisement will appeal to them.



IV Semester M.B.A. (Day) Degree Examination, June/July 2010
(2007-08 Scheme)

MANAGEMENT

Paper – 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 visualising ?
- c) What is positioning ?
- d) What is brand promotion ?
- e) What is copywriting ?
- f) What is an advertising message ?
- g) What is brand equity ?
- h) What is segmentation ?

SECTION – B

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

2. Media planning is a part of the integrated brand management campaign. Discuss this statement and substantiate with its importance and examples.
3. Advertisements have different purposes : some give awareness, some information some aim at sales. Discuss the various types of advertisements and their objectives with suitable examples.
4. Briefly enumerate the following concepts :
 - a) Public relations
 - b) Branded entertainment
 - c) Corporate advertising
 - d) Event sponsorship.

P.T.O.



5. Discuss the modern day trends that you see in the style and pattern of advertising with special reference to internet advertising. You may use suitable examples.
6. Explain in detail the role of an advertising agency in planning and executing an advertisement. Explain the process step by step.

SECTION – C

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

7. Discuss 'top of the mind' advertising. Choose a product and elaborate on the 'top of the mind' strategy for the product with reference to the target consumer, advertising media, etc.
8. a) What is copywriting ? Discuss how creativity and copywriting help in good advertising.
b) What is direct marketing ? Does this concept have relevance in today's world ?
9. What is sales promotion ? Taking the example of a bar of washing soap discuss the various sales promotion techniques one could use. Explain the pros and cons of each techniques.

SECTION – D

Compulsory. Case study :

15

10. A manufacturer of cars, whose home country is in the European Union, has approached you to formulate an advertising and brand management advertising and brand management campaign with the purpose of promoting their cars for sales in India. Keeping in mind that the Indian consumer is an individual with a family, belongs to a peer group, a social class and income class, explain the advertising plan you would execute, taking in consideration the decision making influences of the Indian consumer.
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IV Semester M.B.A. Degree Examination, June 2011

(2007-08 Scheme)

MANAGEMENT

Paper – M-6 : Advertising and Integrated Brand Management

Time : 3 Hours

Max. Marks : 75

SECTION – A

Answer **any 6** questions. **Each** question carries **2** marks.

(6×2=12)

1. a) What is a creative brief ?
- b) What is branded entertainment ?
- c) What is advertising clutter ?
- d) What is cross – selling ?
- e) What is influencer marketing ?
- f) What is cognitive dissonance ?
- g) What is integrated brand promotion ?
- h) What is meant by public relations ?
- i) What is surrogate advertising ?

SECTION – B

Answer **any three** questions. **Each** question carries **8** marks.

(3×8=24)

2. What is copywriting ? Explain how copywriting should be done for different media.
3. Does consumer decision making affect the way advertising is done ? Discuss contextually giving suitable examples.

P.T.O.



4. “Direct marketing lessens the scope for advertising traditionally”. Is this true ? Elaborate emphasising on the scope for direct marketing currently mentioning examples of direct marketing.
5. “Businesses today relate well to event sponsorship as it helps enhance image and sales”. Express your opinion about this statement.
6. Is there a necessity for media planning strategies to change according to consumer profiles ? Discuss.

SECTION – C

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

7. Discuss the impact of advertising on society. Give importance to the social and ethical aspects in your answer.
8. Creative advertisement augments sales and boosts company image. With reference to different Indian advertisements elaborate your answer.
9. Write short notes on :
 - a) The necessity of market segmentation, differentiation and positioning in advertising.
 - b) The role of an advertising agency in advertising.

SECTION – D

10. Case study. This section is **compulsory**. (1×15=15)

Bharti Airtel Ltd. (BHARTI), India’s largest mobile-phone operator, posted a worse-than- estimated 31 percent drop in fourth-quarter profit after higher network costs and advertising expenses eroded margins. Net income in the three months ended in March was 14 billion rupees (\$314 million), New Delhi-based Bharti



said in a statement today. That lagged behind the 16.3 billion rupees average of 10 analysts' estimates compiled by Bloomberg. Bharti, controlled by billionaire Sunil Mittal, more than doubled advertising spending after the introduction of third-generation mobile-phone services and number portability lifted competition in a country with 15 service providers. Slowing growth in the world's second-largest cellular market prompted Bharti to expand overseas with its purchase of the African assets of Kuwait's Mobile Telecommunications Co. last year.

"All the operators have been increasing their spending, and that's one thing that will keep margins under pressure for now," said Archit Singhal, an analyst at Jaypee Capital Services Ltd. in Mumbai. He rates Bharti's shares "neutral". The shares fell as much as 4.8 percent, the biggest intraday drop since Feb. 10, to 352.20 rupees. The stock traded down 1.8 percent at 10:02 a.m., poised for a third consecutive day of decline. Spending on sales and marketing more than doubled to 18.3 billion rupees in the quarter from 7.57 billion rupees a year earlier, the company said. Access and interconnection charges jumped 85 percent to 21.4 billion rupees.

Sales rose 52 percent to 163 billion rupees after Bharti's acquisition in Africa. "In India, we have been focusing on building a robust 3G network to meet the increasing data needs of a young population", Mittal said in the statement. In Africa, the company is "rapidly expanding network coverage, improving distribution width and increasing efficiency and productivity standards". Average revenue per user, a key metric of performance in the telecommunications industry, fell 12 percent in India to 194 rupees a month. In Africa, the figure was \$7.20, the company said without providing a comparative number. Bharti started the roll-out of third-generation wireless services in India this year that will allow it to boost revenue if data use and smartphones catch on among users.



Mobile-phone service providers are betting on the faster network to lure consumers to use more profitable services after call rates in India fell to half-penny a minute. Japan's NTT DoCoMo Inc. and Norway's Telenor ASA (TEL) set off a tariff war when they entered India with lower rates to win customers in a market that is forecast by researcher Gartner Inc. to exceed 993 million users by the end of 2014. India had 812 million mobile-phone accounts in March, according to the nations' telecom regulator, lagging behind only China. Bharti had 162 million subscribers in India as of March 31, according to the nation's telecommunications industry regulator. Debt exceeded cash and cash equivalents by 600 billion rupees as of March 31, up from 12.8 billion rupees a year earlier, the company said in its quarterly report. The company, part owned by Singapore Telecommunications Ltd., plans to invest in expanding new businesses in Nigeria, Gabon, Zambia, Malawi, Niger and Uganda after the company completed its \$10.7 billion cash and debt purchase of the African assets of Kuwait's Mobile Telecommunications.

Bharti may invest \$400 million in the Democratic Republic of Congo in the next three years, Antoine Pamboro, the company's managing director in Congo, said Dec. 10. Bharti will invest 25 billion shillings (\$300 million) in Kenya this year and start 3 G services in the East African nation this year, Airtel Kenya Ltd. Chief Executive Officer Rene Meza said in January.

- 1) Why do you think that the advertising expenditure was doubled ?
- 2) Why is it necessary to profile the customer base as a "young population" ?
What implications does it have on advertising ?
- 3) Does the idea of expanding in new countries have a bearing on the advertisements done in India ? If so, how can the Indian advertisements be supportive to international plans ?



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 an advertising campaign for a new market to promote a durable product in India? Explain in detail.
9. Critically evaluate the brand promotion techniques adopted by Indian companies in the present situation.

SECTION - D

10. Case (**Compulsory**):

(1×15=15)

Recently Nestlé developed 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, Nestlé supported other brands such as like Milkmaid, Milky Bars etc.

Nestlé 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 Nestlé 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 ?



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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.



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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 ?

P.T.O.



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.



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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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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.
