

**M.B.A. (GEN.) / M.B.A. (HR) / M.B.A. (IT) / Semester - III (2012
COURSE)(CHOICE BASED CREDIT SYSTEM) /M.B.A. (FM)
Semester - III (2013 (CHOICE BASED CREDIT SYSTEM) :
SUMMER - 2019**

SUBJECT: ELECTIVE – I: ADVERTISING & MEDIA MANAGEMENT (MM)

Day : Tuesday

Time 10.00 AM TO 01.00 PM

Date : 30/04/2019

S-2019-2250

Max. Marks: 100

N.B.:

- 1) Attempt any **FOUR** questions from Section –I and any **TWO** questions from Section –II.
- 2) Figures to the right indicate **FULL** marks.
- 3) Answers to both the sections should be written in SAME answer book.

SECTION-I

- Q.1** What is media planning? Design a media plan for advertising: **(15)**
a) Toys b) Travel Agency
- Q.2** Explain the functions of a full service advertising agency and give its organization structure. **(15)**
- Q.3** Define advertising and discuss the objections to advertising. **(15)**
- Q.4** Explain in detail the push pull strategies with reference to any FMCG product of your choice. **(15)**
- Q.5** What are the advantages and disadvantages of traditional media and non-traditional media like digital and web media? **(15)**
- Q.6** Write short notes on any **THREE** of the following: **(15)**
a) Advertising Budget
b) Agency-Client relationship
c) Media Scheduling
d) DAGMAR
e) USP

SECTION-II

- Q.7** Consider the following brands and their advertising campaigns on the television media in the recent past a) Fogg Deodorants b) Vivo Smart phones c) Goodnight liquid mosquito repellent. **(20)**
i) What do you think is the USP of the advertiser of each of the products?
ii) In each case write down what you think is the image the general public holds of the brand?
iii) Rank the brands on the basis of effectiveness of the advertisement from most effective to least effective. Give reasons for your ranking.
iv) What is the goal of advertising of each of the above brands?
- Q.8** Give your detailed comments on the following situations with respect to fulfillment of the AIDA model. **(20)**
i) A salesperson helping a buyer to decide on a particular brand as the best choice.
ii) Building goodwill by sponsoring a community event.
iii) Discount coupons and price-off promotions by malls.
iv) Advertisement of new product launch.
- Q.9** Majority of the Pomegranate growers from the districts of Sangli and Sholapur of Maharashtra state are small farmers. They cannot afford to further process their products to manufacture juice and market it. Therefore, these producers come together to form a cooperative unit to manufacture juice and market in tetra packs with help of a food technologist. As a result an exciting new product is developed and tested. **(20)**
i) Suggest an advertising plan for the new product.
ii) Prepare a print advertisement copy for the new product.
Note: State the assumptions that you have made in your answers.