

ADVERTISEMENT AND BRAND MANAGEMENT

Time: 3 Hours

Max Marks: 60

Answer any FIVE questions. All questions carry EQUAL marks including Q.No.8 is compulsory

1. Discuss the impact of globalization on advertising trends in India.
2. List out and discuss the success and failure of any two leading advertising agencies in India.
3. How are advertising budgets prepared? What are the factors affecting an advertising budget?
4. How is a media selected? Explain media scheduling and media research
5. Explain the concepts of pre-testing, post testing and experimental designs.
6. Discuss the role of branding in competitive market place. How is branding an effective tool to fight competition?
7. Do brands tend to die over time? Discuss some brand revitalization strategies.

8. CASE STUDY

Dabur Pharmaceutical Ltd. is a division of Rs.811 crore Dabur India Ltd. Dabur Amla hair oil is Rs.120 Crore Brand. Dabur has shown 26 per cent growth rate. The product range is divided into (i) targeted product (23 brands that receive mass media advertising support and which account for over 70 per cent of company's turnover) (ii) non-targeted products (they are just put in normal trade channels and no extra effort is taken to promote them). Dabur has approximately two dozen high volume products, which account for more than 80 per cent of its sales. Dabur Research Foundation has launched sunnova a health food.

- A. Advertising Expenses – 8-10 per cent of net sales. Ad. Budget Rs.57 Crore.
- B. Success – Hajmola Candy has overtaken Swad. They sell almost worth Rs.90 Crore.
- C. Calendars – 221 Lakh Calendars are printed each year.
- D. Regional Skewing of Sales – 60 per cent sales from three states of Bihar, UP & MP.
- E. Sales Force – 220 persons (260 people likely to be recruited during current year)
- F. Exports – USA, Europe and Middle East.
- G. Distribution set up – 2500 distributors servicing over 2 lakh retail outlets. 25 percent of Net Sales are spent on distribution.
- H. Dabur Chavanprash – Sells over Rs.90 Crore.
- I. Diversification – Beauty Care, Homemade Pastes, Cheese.

Analyse the case and explain how Dabur can penetrate the Southern and Western Market?