

Subject Code: MB935

MBA III Semester [R09] Regular Examinations, November 2010

Advertisement and Brand Management

Time: 3 Hours

Max Marks: 60

Answer any FIVE questions All questions carry EQUAL marks,

Question No: 8 is compulsory (Case study)

1. Relevance of advertising spreads beyond business. Explain how advertising plays a significant role in building changes in society.
2. What are the pros and cons of creating an in-house advertising dept vis-a-vis hiring the services of an external agency?
3. Discuss the top-down and build-up approaches for determining the advertising budget. Which approach would you recommend for a medium sized retailer?
4. Suggest the most suitable specific medium with reasoning for the following products:
 - (a) Premium Bathing Soap.
 - (b) A luxury car costing more than Rs. 10 lakhs.
 - (c) A housing finance scheme for retired persons.
5. Suggest appropriate techniques for measuring effectiveness of an advertisement for economy range of chocolates directed at young children.
6. “A brand is not just a name or a logo. It is a promise to the customer”. Discuss in detail
7. Identify a fading brand. What suggestions can you offer to revitalize its brand equity? Apply the different approaches and which strategies would seem to work best.

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CASE STUDY

It is being said that direct marketing tools are becoming increasingly important in a market which is becoming increasingly competitive. Discuss this statement with justifications.

Read the following case and answer the question given at the end.

The Delhi government proposes to re-launch the “Meri Delhi-Meri Shaan” (My Delhi – My Pride) campaign, once again. Delhi besides being the capital of India is a historical city with monuments like Qutab Minar, Lal Quila, India Gate, Humavun Tomb, etc. Delhi also attracts people from all religions because of Shesh Ganj Gurudwara, Historic Jain Temple, Dargah, Akshardham, Lotus Temple, Iskon Temple and many such places. Delhi also symbolizes an integration of people from different parts of the country.

During the last five years, a number of new projects have been initiated, giving a facelift to the city and the city’s infrastructure. The Delhi Airport and the Railway station are being modernized, roads have been widened and flyovers have been constructed for smoother traffic. Further, successful commissioning of Metro Rail on certain routes and fast completion on the others has reduced congestion on the roads. The emergence of shopping malls, five star hotels, corporate offices and tourism centres has evinced interest about the city among the public in India and world over. In view of the above, recommend an advertising campaign for Delhi Government considering the following questions:

Questions:

- (a) What are the suitable objectives of such a campaign?
- (b) Who are the target audience?
- (c) What media vehicles would you recommend and why?
- (d) What creative strategy will you use?