

Code: BA3T4M

**II MBA - I Semester - Regular / Supplementary Examinations
DECEMBER 2016**

ADVERTISING AND BRAND MANAGEMENT

Duration: 3hours

Max. Marks: 70

SECTION-A

1. Answer any FIVE of the following: 5 x 2 = 10 M

- a) Advertising Agency
- b) Media Selection
- c) Unique Selling Proposition (USP)
- d) Experimental analysis
- e) Advertising Budget
- f) Brand Loyalty
- g) Competitor Parity Method
- h) Brand Valuation

SECTION – B

Answer the following: 5 x 10 = 50 M

2. a) What are the different types of Advertising Agencies?
Describe creative boutiques.

OR

b) How do advertising agencies gain clients? Explain.

3. a) Define Media Scheduling. Explain the Media Scheduling Procedure.

OR

b) Explain various sources of themes.

4. a) How the organizations are measure the Advertising effectiveness?

OR

b) Explain different experimental designs.

5. a) What is meant by brand personality? Explain the characteristics of brand personality.

OR

b) Define Brand Extension. With the help of an example explain brand extension.

6. a) What is brand elimination? How the organizations are eliminating the brand, explain.

OR

b) Define Brand Over Time. Explain its advantages and disadvantages.

SECTION – C

7. Case Study

1 x 10 = 10 M

Close Up ranked No.5 in A&M's top Brand Survey of 1997, three ranks below its archrival Colgate. By 1999, Close Up was No.5. Since its introduction in the Indian market in 1975, Close Up has been the closest challenger to Colgate which is the top brand in this category. According to Hindustan Lever Ltd, the marketers of Close Up, the typical consumer had no qualms about the keeping

germs at boy during the night, but rather cared more about fresh breath in the morning.

The advertising agency, Lintas, has played on bad breath score and targeted a typical college student who would be motivated by what brushing did to his social acceptance. It was hoped that once Close Up entered homes, older consumers would also start using it and discard Colgate. To counter Colgate's famed Suraksha Chakra, Close Up released ads asking consumers to do the "hah – hah" test to check the freshness of breath. The focus was on communicating the key benefit "fighting bad breath".

The intimacy between couples, portrayed in Close Up commercials was seen as disturbing Indian mother's sensibilities and hence the ads focused the spotlight on the gregarious couple as this group oriented closeness was seen to be more acceptable to mothers, who are the actual buyers of household toiletries.

Both Colgate and HLL introduced line extensions of their brand, improved packaging and did aggressive promotions. Close Up has been strong on South. It has been quite weak in East. In West Bengal, HLL roped in popular singer Anjan Dutt to reach out to the old and young alike.

Questions:

- i) Keeping in view the Rossiter and Percy model, suggest to theme for Close Up. Give your reasons for suggesting the theme.

- ii) Suggest two promotions for Close Up “same for less” type and “more for the same” type.

- iii) Develop a sales promotion design for Close Up to load consumers.