

Code: 17BA3T3MA

**II MBA - I Semester – Regular/Supplementary Examinations
March - 2021**

ADVERTISING AND BRAND MANAGEMENT

Duration: 3 hours

Max. Marks: 60

SECTION – A

1. Answer the following

5 x 2 = 10 M

- a) Types of Advertising.
- b) Factors influencing Advertising Budget.
- c) Layout Principles.
- d) Brand Personality.
- e) Brand revitalization.

SECTION – B

Answer the following:

5 x 8 = 40 M

2. a) Bring out the economic, social and ethical aspects of advertising?

(OR)

- b) Advertising as a Tool of Marketing Communication-Discuss.

3. a) What are various Methods and Models of Advertising Budget?

(OR)

- b) Explain the concept of Media Planning. Describe your advertising media choice for:

- i. Toothpaste
- ii. Washing Machine

4. a) Discuss the concept of Production traffic copy.

(OR)

b) What is visual layout? How do you design a visual layout?

5. a) Bring out the importance of Branding from the perspectives of Consumer.

(OR)

b) “The act of designing the company's offering and image to occupy a distinctive place in the mind of the target market”
-Discuss.

6. a) How do you evaluate a brand extension opportunity.

(OR)

b) Elucidate the challenges facing by brands.

SECTION – C

7. Case Study

1 x 10 = 10 M

Mr. Ram was a man with a dream. An advertising executive in an upcoming firm, he performed very effectively the roll of coordinating all the communication programs for his company with the advertising agency the company worked with. However, he was not satisfied with the role and very often felt that the company would be better off by setting up an advertising agency of its own.

The opportunity presented itself with its advertising agency chose to handle the advertising of a competing brand. Recognizing the fact that in the advertising agency business, the recognized norm is that competing brands are not handled by the same agency, Mr. Ram went to the owner and suggested that they set up an

agency of their own and he promised him that he would ensure that the advertising for the company's brands would be of a high order.

Being the entrepreneur that he was, the owner decided to make Mr. Ram's advice. He provided a small seed capital and with loads of encouragement asked Mr. Ram to set up shop.

Mr. Ram immediately went about putting his initial team together, to a small place on rent, and opened the doors of his agency. Thanks to the company's own brand, he did not have to look for business initially, with his team and with the knowledge and experience he had of the industry, he went on to create some excellent advertising for the company's brand. Thanks to this effort, the brand began to grow and more investments began to be made in the advertising. The agency also began to grow and more importantly the advertising began to get noticed by other advertisers. Slowly other brands began to come into the agency's fold and the agency began to grow from strength to strength.

Mr. Ram then decided that from being an agency located in one city, there was now an opportunity to branch off into other cities.

He recognized that advertising being a people driven business, good people would bring good results. Accordingly he recruited a well-qualified and dynamic professional HR person from a well reputed management institute to help him in the task. Together they went about headhunting for the right talent and thanks to their infectious positive attitude and their big dream for the future were able to attract a fine bunch of professionals across various locations. These branch heads were encouraged to be entrepreneurs

and were given adequate freedom to grow their business in their respective areas.

Mr. Ram provided the dream and the values under which the company would operate. Since he himself came from a modest middle class background, Mr. Ram brought in very Indian middle class values to the company. Values of hard work, striving for excellence, team work, right attitude that was not arrogant, integrity etc, bound the top management team into a powerful self-driven one, with Mr. Ram leading the change from the front.

Thanks to the growth of business as a result of this effort, the company was able to invest in good infrastructure and good remuneration for the employees. As they say, success, begets success and the company grew from strength to strength. Being the visionary that he was Mr. Ram could anticipate the future and made bold investments in terms setting up new divisions, that were well ahead of their times. This provided the cutting edge for the agency, resulting in it becoming the third largest in the country in the short span of 10 years.

Thus, Mr. Ram was able to create an Indian agency which was well respected by the advertising industry. In time he won several awards and was able to retire from the company with flying colors.

Questions:

- i. What do you think were the critical success factors in the success of Deshi advertising agency?
- ii. What steps should the agency now take in order to continue the good growth, it has exhibited in the past?
- iii. Do you think the agency should retain its Indianness or sell out to a multinational agency. Discuss the pros and cons.