

Code: 17BA3T3MA

**II MBA - I Semester-Regular/Supplementary Examinations
November 2019**

ADVERTISING AND BRAND MANAGEMENT

Duration: 3 hours

Max. Marks: 60

SECTION - A

1. Answer the following:

5 x 2 = 10 M

- a) Advertising Agency.
- b) Media Scheduling.
- c) Pre testing and Post testing.
- d) Brand Image.
- e) Brand valuations.

SECTION – B

Answer the following:

5 x 8 = 40 M

2. a) Explain various functions and types of advertising.

OR

b) Discuss advertising as a tool of marketing communication.

3. a) Describe methods and models of advertising budget.

OR

b) Compare the use of various types of media used in advertisement.

4. a) How do you design a visual layout with principles?

OR

b) What are the methods of evaluating advertisement effectiveness?

5. a) Explain the importance of brand positioning.

OR

b) Identify the factors contributing to the development of brand Loyalty.

6. a) What are the stages of concept management?

OR

b) Discuss about brand revitalization and elimination.

SECTION-C

7. Case Study

1x10=10 Marks

With entry of private insurance players like Tata-AIG, ICICI-prudential and Max-New York Life, LIC felt a need to revamp its business. Based on recommendations of the leading consulting company Booz, Allen & Hamilton, LIC restructured various aspects of its business. The case let discusses LIC's measures to train and develop competent personnel. It focuses on the customer service initiatives of LIC by using technology and improving service delivery. Finally; the case let talks about the change in LIC's branding and advertising strategy.

ISSUES:

- i. Need of training in insurance.
- ii. Branding of an insurance company.
- iii. Use of technology in insurance services marketing.

Introduction

Till the year 2000, LIC held a monopoly in the life insurance market by virtue of being India's only life insurance company in India. With the opening of the insurance sector to private players, LIC's hold on the market was threatened. Institutional equity (Kotak Mahindra capital company) and mutual funds (Kotak Mahindra asset management company) has been converted (it obtained the banking license in February 2003) into Kotak Mahindra bank. It launched its first branch at Nariman Point in Mumbai in March 2003. KMB has tried to differentiate its services in all aspects, starting from the design of the bank logo to the design of its products and services...

Questions for discussion:

- i) The changing perception about a company among customers is a challenging task for any service provider. To what extent has LIC succeeded on that front?

- ii) What kind of branding strategy should LIC adopt, given its increasing product mix and the aggressive brand building measures of private insurers?