

Printed Pages – 6

Roll No. : .....

**576333(76)**

**676533(76)**

**M. B. A. (Third Semester) Examination,**

**Nov.-Dec. 2021**

**(New Scheme)**

**(Management Branch)**

**ADVERTISING and SALES PROMOTION**

***Time Allowed : Three hours***

***Maximum Marks : 80***

***Minimum Pass Marks : 32***

***Note : Attempt any 5 from Part- 'A' @ 2 marks each.***

***Attempt any 5 from Part- 'B' @ 12 marks***

***each. Part- 'C' is compulsory @ 10 marks.***

**Part- 'A'**

1. Define Ecnoding.

[ 2 ]

2. What are the two key issues that marketers must make in regard to budgeting?
3. Give an example of over creative advertising.
4. What are the key characteristics of a unique selling proposition?
5. What is the role of headlines in a print advertisement?
6. There is a saying that "any publicity is good publicity". Discuss.
7. What are Shock Ads?

**Part-'B'**

8. Discuss the role of integrated marketing communications in the marketing program of automobile manufacturers such as Maruti. How can Maruti use the various IMC tools to achieve its objective of building its brand image and increasing sales in the Indian Market?
9. Discuss how integrated marketing communications differs from traditional advertising and promotion. What are some of the reasons more marketers are taking an

[ 3 ]

- IMC perspective to their advertising and promotional programs?
10. Discuss the various factors that account for the way divergence can be achieved in advertising creativity. Find an example of an advertisement that reflects these various characteristics and explain how it does so.
  11. Some advertising creatives argue that the distinction between rational and emotional advertising is irrelevant since nearly all advertising includes aspects of both. Evaluate this argument.
  12. Discuss the advantages and limitations of television as an advertising medium and how these factors affect its use by both major national advertisers as well as smaller local companies.
  13. What are the major challenges facing the newspaper industry and the use of newspapers as an advertising medium? How can newspapers respond to these challenges?

[ 4 ]

14. Direct marketers are some of the most successful when it comes to measuring effectiveness of their programs. Give reasons why this may be true. Discuss some of the factors that contribute to the negative impact of direct marketing.
15. Why are international markets so important to companies in the United States as well as other nations? Discuss the role of advertising and other forms of promotion in the international marketing programs of multinational companies.

### Part-'C'

### Case Study-II

### HONEY

16. Market : 8,000 tonnes a year. Unorganised players dominate.  
Dabur put brands honey in glass jars more than a decade ago.  
The only competitor was Khadi Gramodyog. Market Share : 10 p.c. Others : 4 p.c.

[ 5 ]

### Uses :

Therapy for cough

Skin conditioner

Base for ayurvedic medicines

1980's Regional brands appeared.

1991 National level advertising.

Platform : Purity

Objective : to reach consumers in towns with population above 1 lac. There will be trickle down effect later.

Growth 20 p.c. a year.

Lipton and Nestle market honey abroad and are likely to enter India.

Potential If honey could be sold as a *tasty breakfast food additive*.

1994 Enterprise was given the account

Ad spend only a trifle ₹ 10-15 lacs a year.

Honey remains hidden till it is needed for therapy.

Brand personality : dull and traditional

Health—an important attribute

Product's *taste-fit* is also important.

Target : Mothers concerned with health as well as diet.

Repositioning campaign : 3 ads.

Tasty, nutritive health food.

TV commercial to put forth sensory appeal.

Use on the dining table.

Magazine ads to give tips to housewives to use only with a lot of eatables.

Ad spend upgraded to ₹ 50 lacs (1994-95).

Sponsored recipe and food sections in magazines.

Packages 500 gm jar (₹ 71).

Smaller ones.

Package copy on food values

Pop's Incentive schemes

Brand Sales : ₹ 12 crores

**Issues :**

- (i) Discuss how traditional products can be marketed on modern lines.?
- (ii) What should be the advertising strategy to promote honey?