

- (iv) Search generated a high volume of clicks, 25% of the overall campaign to video ads formed a significant part of mix.

Questions :

- (a) Analyse the case and justify the web advertising option used by O & M India ? 7
- (b) Suggest suitable measures to evaluate the performance of the online-ad of TATA Sky + as media evaluator. 7

AP-271

**M.B.A. (Semester—III) (New) Examination
ADVERTISING MANAGEMENT**

Paper—MBA/3204/M

Time—Three Hours]

[Maximum Marks—70

N.B. :— (1) Attempt **ALL** questions.

(2) Figures to the right indicate marks.

SECTION—A

1. (a) In your opinion is society a reflection of Advertising or advertising a reflection of society ? Justify with respect the Economic, ethical and social aspect of advertising. 14

OR

- (b) "Advertising persuade people to respond positively to the advertised message." Justify the statement by considering types and functions of advertising as a promotion mix element. 14

SECTION—B

2. (a) The most important factor in planning Advertising is understanding of the communication process. Comment. 7

- (b) Multinational companies treat the world as their market. The Coca Cola company rolled out its global integrated communication campaign, "OPEN HAPPINESS" in India as well, where Aamir Khan was seen as a messenger or sender of optimism. State the communication strategy of COCA COLA in this campaign by considering innovation-Adoption Model. 7

OR

- (c) Define the term 'Integrated Marketing Communication.' Explain in brief various steps in AIDA Model along with its significance. 7
- (d) Advertisers point out that 2 C's that enjoy mass adulation in India—Cinema and Cricket; and accordingly a majority of the endorsements deals are bagged in by Bollywood celebrities and Indian cricketers. Advertisers believe that advertising message delivered by these celebrities provide a higher degree of appeal, attention and recall. Justify by your answer. 7
3. (a) 'The basic objectives of Advertising is to increase sales and profits.' Do you agree? Give reasons by considering DAGMAR Approach. 7

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(Contd.)

Target Audience : A premium product, Tata Sky + Wanted to reach the premium metro audience, 25+, affluent families.

Communication goal : To create awareness about various features of the Tata Sky +.

Tagline : "Isko laga dala toh life aur bhi Jhingalala"

Creative agency is : Ogilvy and Mather (O & M) India.

Brand Ambassadors : Aamir Khan & Gul Panag. The agency decided to use Digital i.e. web Advertising option too apart from TVC and print Ads.

There were four drivers to the online path :

- (i) Rich Media and video advertising that showcased the pause, Record and Rewind functions. The campaign used the top portals (Yahoo, Rediff, MSN) for reach, integrating advertising into video sections, banners with video on rollover, rich media banners with user interactivity.
- (ii) Homepage takeovers.
- (iii) Finance and News sites targetting upwardly mobile audience such as BBC & Money Control.Com.

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(Contd.)

(b) The purpose of Advertising Appeal is to influence consumer feeling towards the product, service or cause. Identify and comment on the appeals used in the following Ad-campaigns :

(i) Kinley's — "Har Boond Me Vishwas"

(ii) Pepsodent's — "Dhishum Dhishum". 7

OR

(c) Explain the terms, copy platform, Creative Brief and Body copy with respect to verbal and visual creative execution of the Ad-Campaign. 7

(d) On occasion of Diwali festival, Sony Corporation Ltd. announced a joint sales promotion campaign with the release of the Jame's Bond-007 series New movie "SKY FALL". The local dealer contacted the Marketing class of your department to create local campaign to aware the people about this discounted sales promotion. Design and implement the promotional campaign in print with respect to Message & Headline. What factor will you consider before implementing the plan ? 7

4. (a) "Media planning is the series of decisions involved in delivering the promotional message in the most

effective manner to the largest number of potential customer at lowest cost." Comment. 7

- (b) Which advertising media and media vehicles would you suggest for advertising the following product and service categories. Give Reasons :

(i) Women cosmetics

(ii) DTH services ? 7

OR

- (c) Explain the concept of Advertising Budget allocation ? In your opinion which is the most logical method of setting an advertising budget ? 7

- (d) In which category, will you put the advertisement which is done indirectly when you move wearing a T-shirt embossed with the name and logo of your college ? Is this a form of advertising ? Justify. 7

SECTION—C

5. Tata Sky, a leading satellite Television provider launched Tata Sky +, a new age service that offers to the viewer the power to plan and control his TV viewing experience—allowing them to Pause, Record and Rewind Live TV.