

AU-1613

M.B.A. (Semester—III) 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) Explain the role of advertising in the market place. What are the various types of advertising ? Discuss. 14

OR

- (b) In your opinion is society is a reflection of Advertising or Advertising is a reflection of society ? Justify with the argument by considering ethical, social and legal aspect of the advertising ? 14

SECTION—B

2. (a) Describe various stages used in the Hierarchy of effect model of advertising communication. 7

- (b) Cadbury's Daírymilk penetrated itself as a family Chocolate Brand. From the successful 'Real Taste of life' 'Pappu pas ho gaya', 'Kuch Mitha ho jaye', etc. It is now substitute of sweetmeats among households. Justify the communication strategy of Cadbury's Daírymilk. 7

OR

- (c) Explain in brief various steps in Marketing Communication process. 7
- (d) 'Tanishq' a premium diamond and gold jewellery brand by TATA group established its exclusive showroom at Amravati city in 2014. As a Brand Communication, Executive suggest suitable model to attract customer during festive season. Justify. 7

3. (a) What do you mean by 'LAYOUT' in advertising ? Explain various types of Layouts. 7
- (b) Comment on the Appeals used in the following Television Commercials (TVC).
- (i) "MAUKA" campaign during ICC-CRICKET WORLD CUP Tournaments.
- (ii) Johnson and Johnson Baby cosmetics. 7

OR

- (c) What do you mean by 'DAGMAR' Approach ? How DAGMAR is relevant in framing advertising campaigns ? 7
- (d) Suggest suitable Headlines for the print-advertisement of the following ? Justify your answer ?
- (i) Inter-collegiate youth festival of your University.
- (ii) MUSIC-CLUB of your College. 7

SECTION—C

4. (a) Explain in brief Media planning process and strategies. 7
- (b) Outline and discuss the classification of Broadcast and Print Media. 7

OR

- (c) What are various types of Advertising Budget ? Discuss in brief various factors affecting advertising Budget. 7
- (d) Explain creative advantages and disadvantages of the following Media vehicles :
- (i) Radio
- (ii) Magazines. 7

SECTION—D

5. 'DOVE' has a immense presence on the social media VIA Youtube, Facebook and Twitter, besides various other social networking sites.

The 'DOVE' evolution videos are said to have 10 million views. The DOVE Facebook page has over 5.5 Millions fans.

The company has been able to massage high visibility, popularity and virility through optimal use of social media. On the flip side, DOVE has received its share of criticism and flak on the allegation of manipulating the images and making models wear make-up before the shoot. One of the model wrote about this on social site.

‘Business-week’ posted in 2008 that DOVE’S Campaign for Real Beauty ads were fake. The story claimed that as per the ‘The New Yorker’—2008, the model’s pictures were digitally manipulated as Skinny models.

‘DOVE’ brand of soaps, shampoos using digital platform to penetrate across executive segment of women. In India, a part from Magazines and Newspapers, the Brand promoting heavy ad-campaigns on TVC and Bill boards. Company also launched the microsite, www.doveglory.com where customers can log in and ask queries regarding skin care and get remedial measures. Try seven days and feel the difference campaign gaining popularity among womens.

Questions :

- (a) Analyse the case of ‘DOVE’ social-digital. Ad campaign ? 7
- (b) Do you think, use of Digital Ad would be effective for FMCG Brand ‘DOVE’ ? Justify. 7