

[This question paper contains 4 printed pages.]

Sr. No. of Question Paper : 1860

Roll No.....

Unique Paper Code : 248604

Name of the Course : **B.A. (H) Business Economics**

Name of the Paper : Advertising and Brand Management

Semester : VI (2015)

Duration : 3 Hours

Maximum Marks : 75

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempt **all** questions.

1. "Snoopy" is a new brand of soupy noodles. The company wants to launch it in competition to Maggie and Yippies. Price of Snoopy is around Rs. 25 per packet and it is available in 3 flavours. The audience may include children as young as 2yrs to 18yrs, youth and mothers-both working and non-working.

Design a detailed advertising workplan for Snoopy. You may take appropriate assumptions. (15)

OR

"Reva" is a non-polluting, battery powered ,three-seater car that can run 150 km per eight hour charge. It is priced at 3.5 lacs. The company wants to promote it as a 'Green' environment-friendly vehicle.

P.T.O.

Design a detailed advertising workplan for Reva. You may take appropriate assumptions. (15)

2. Many advertising agencies respond to the call for synergy among the promotional tools by acquiring public relations, sales promotion and direct marketing companies and touting themselves as Integrated Marketing Communication agencies that offer one-stop shopping for all their client's promotional needs. Do you recommend in house advertising department or outsourcing this to agencies? Discuss the issues involved.

OR

Discuss the typical departments in an advertising agency and the roles they perform. (10)

3. Discuss the factors to be considered for an appropriate advertising media mix decision. (10)
4. What do you mean by Brand Equity. Discuss Brand Resonance Pyramid for consumer based brand equity. (10)
5. Samar wants to start his gym sometime in the coming year. This gym, to be called 'The Solid' will be a stand- alone format in the up-market place in Delhi. He is planning to price the facilities at exorbitant rates, with the justification that world class facilities will be offered. Given this information, answer the following:
- (a) What should be the POP's viz-a viz the POD's to be highlighted?
- (b) Suggest the measures to build brand awareness for the gym. (7+8=15)
6. Critically analyze the appeal, message format, message tone, body copy and layout for either **one** of the advertisements below: (5×3=15)



A Max India Joint Venture

How confident are you that your family will never be hospitalised?



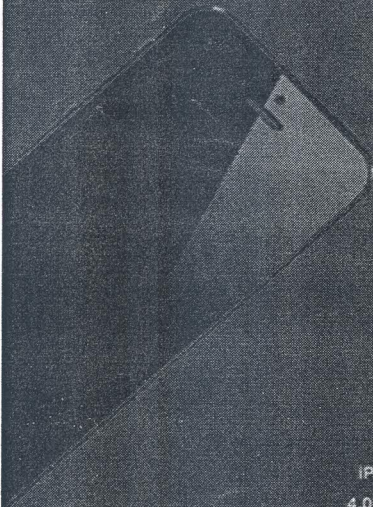
Wake Up. You need health insurance.

Save tax up to Rs. 10,815/yr www.maxbupa.com

Max Bupa
Health Insurance 
Your health first

Max Bupa Health Insurance Company Limited. Insurance is the subject matter of solicitation. Read also brochure of Max Bupa Health Insurance Policy carefully before concluding a sale. Max Bupa Health Insurance Company Limited is not a broker for sale or buyback. Excluding senior citizens category. Please consult your broker for the exact details. Offer valid till 31/03/2014.

Don't settle for cheap plastic.



IPHONE 5

4.0" screen
4G LTE
Retina Display
1136 X 640 resolution
Up to 225 hrs standby time
Up to 8 hrs talk time
Full HD 1080p video recording
3.95 oz weight
1GB RAM
Siri
16, 32 or 64GB fixed internal storage
iOS 6.0 OS
A totally different plug
Quad-Core A6 CPU
720p Front-Screen Camera
iCloud
Shared Photo Stream
Panorama
700,000 apps
Passbook
Free OS Updates Annually
FaceTime
All-New Maps with Flyover
Airplay
Sleek and Durable Aluminum Back
Game Center
iMessage

GALAXY S III

4.8" screen
4G LTE
HD Super AMOLED™ Display
1280 X 720 HD resolution
Up to 790 hrs standby time
Up to 11.4 hrs talk time
Full HD 1080p video recording
4.7 oz weight
2GB RAM
S Voice
16 or 32 fixed + up to 64GB microSD storage
Android 4.0 OS
Standard micro USB plug

iPhone 5

(600)