

Code: 17E00317

MBA III Semester Supplementary Examinations October 2020
ADVERTISING & SALES PROMOTION MANAGEMENT
(For students admitted in 2017 & 2018 only)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

SECTION – A

(Answer the following: 05 X 10 = 50 Marks)

- 1 (a) What are different types of advertising? Explain with suitable examples.
(b) Compare marketing mix practices in Industrial market and Retail market.

OR

- 2 (a) What are the functions of advertising department?
(b) List out the duties of advertising manager.

- 3 What is client agency relationship? How does client agency relationship important for an advertising agency?

OR

- 4 What do you mean by readership in advertising? How does devices enhance readership in advertising? List out latest trends and applications of devices in advertising.

- 5 (a) Write a note on advertisement evaluation techniques. Explain Pre-testing and Post testing
(b) What is the importance of advertising budget? What are the factors that affect advertising budget?

OR

- 6 (a) What is advertising budget? Discuss approaches and procedure for determining the size of advertising budget.
(b) What are advertising sales response models? Explain Concave-Downward and S-Shaped Response curve.

- 7 (a) What is the scope and role of sales promotion? Explain consumer-oriented promotions and trade-related promotions.
(b) Explain different types of trade-related promotions.

OR

- 8 (a) How do you measure the effectiveness of your sales promotions which are targeted at certain items (i.e. products) or customers?
(b) What is sales promotion budgeting? What are the techniques uses to allocate funds to promoting activities?

- 9 (a) What do you mean by control and dissemination of publicity? Explain advantages and disadvantages of publicity.
(b) Describe some of the measures to measure public relations effectiveness.

OR

- 10 (a) Explain the process of public relations with suitable example.
(b) What are the roles and functions of public relation officer?

SECTION – B

(Compulsory question, 01 X 10 = 10 Marks)

11 **Case Study:**

Suggest the principal and supplementary media of advertisement for following goods: Refrigerator, Car and Soap. Give reasons.

Code: 17E00317

MBA III Semester Regular & Supplementary Examinations November/December 2019

ADVERTISING & SALES PROMOTION MANAGEMENT

(For students admitted in 2017 & 2018 only)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

SECTION – A

(Answer the following: 05 X 10 = 50 Marks)

- 1 (a) What is advertising? Describe the importance and purposes of advertising.
(b) Comment upon role played by advertising in India.
OR
- 2 (a) What are merits and demerits of outdoor advertising?
(b) Why do retailers advertise heavily in local newspapers?
- 3 (a) Explain the functions of an advertising agency.
(b) What is advertisement layout? Explain main contents of advertisement layout.
OR
- 4 (a) Briefly describe various classifications of advertising copy.
(b) Explain the importance of visual layout and artwork in the preparation of advertisement.
- 5 Write short notes on: (i) Optimal expenditure. (ii) Sales response. (iii) Decay. (iv) Competitive share.
OR
- 6 (a) What is advertising budget? Explain different types of advertising budgets.
(b) What is experimental design? Explain how experimental design helps in measuring media effectiveness.
- 7 (a) Highlight major differences between consumer-oriented promotions and trade-related promotions.
(b) "Promotion is more beneficial for marketers than either for consumers and society" Do you agree? Explain the reason.
OR
- 8 Explain various methods of sales promotion. What are the limitations of sales promotion in sellers' market?
- 9 (a) Distinguish between publicity and corporate advertising.
(b) What are methods of publicity?
OR
- 10 (a) What are the functions of marketing public relations?
(b) Explain power of publicity with suitable example.

Contd. in page 2

SECTION – B

(Compulsory question, 01 X 10 = 10 Marks)

11 **Case Study:**

The equation among soft drink competitors was almost balanced. Coke competed against Pepsi, Tab against Diet Pepsi, Sprite against Mountain Dew, and so on. But when Coca-Cola introduced Diet Coke in 1982, its aspirations were high. It aimed at not being content with just outselling Diet Pepsi, the company wanted Diet Coke to be the number two soft drink of any kind. The company executives, by 1989, were predicting that their dream would soon come true. In its ads, Coca-Cola did not invite people to drink Diet Coke for the benefit of losing weight or keep a slim-trim figure. Coca-Cola told people to drink it “Just for the taste of it.” The emphasis on taste by Coca-Cola was particularly effective because Diet Coke was a new entry in the market rather than a reformulation. Diet Pepsi has been in the market for decades and has undergone a number of reformulations. If Diet Pepsi had launched a taste based campaign, sceptical viewers might have responded, “That’s not what you said last year.” The taste plank also provided the groundwork for Diet Coke’s assault on Pepsi. As diet Coke was being promoted and sold on taste and not on its lack of calories, it made sense for it to compete against every other drink that consumers bought primarily for taste. Diet Coke quickly overtook Diet Pepsi and was favoured over Pepsi by women consumers who traditionally bought the majority of diet drinks. The major thrust of the Diet Coke ad campaign has been to convince consumers that they don’t have to be weight conscious to drink Diet Coke. Already, men buy more than a third of all diet drinks, and that percentage has been growing rapidly. Coca-Cola has recruited macho heroes and it has been advertising Diet Coke in sports magazines especially aimed at men such as Sports Illustrated, Sport, and Inside Sport. Coca-Cola’s attack on Pepsi has often been direct and aggressive. It ran ads claiming that one-quarter of the 2 million families that had stopped drinking Pepsi had switched to Diet Coke. Pepsi responded with ads claiming that 90 per cent of those consumers eventually switched back to Pepsi and Coke ended up revising its ads. Pepsi also used its commercials to make fun of how Coke came up with its numbers. Diet Pepsi issued its own taste challenge in 1989, using Mike Tyson to claim that Diet Pepsi’s taste was better than Diet Coke’s. Coca-Cola counterattacked by citing research that proved Pepsi wrong, and Pepsi eventually stopped running the ads. To make up for damage done to its image, Coke used some imaginative promotions such as giving a coupon for Diet Coke to everyone buying Pepsi at certain supermarkets. Again, Coke seems to have gained by defining the battle as Diet Coke against Pepsi, rather than Diet Coke against Diet Pepsi. Coca-Cola promoted Diet Coke heavily, so much so that during some quarters it spent more on Diet Coke advertising than on its flagship Coke Classic. It has used innovative techniques such as “roadblocks,” running the same commercial at the same time on different channel. It has also shown Diet Coke spots on cable TV such as MTV, ESPN and TBS.

Questions:

- (a) What role has advertising played in introducing Diet Coke?
- (b) Why did Coke offer coupons to consumers who bought Pepsi at certain supermarkets?

Code: 17E00317

MBA III Semester Supplementary Examinations May 2019
ADVERTISING & SALES PROMOTION MANAGEMENT
(For students admitted in 2017 only)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

SECTION – A

(Answer the following: 05 X 10 = 50 Marks)

- 1 Elucidate the objectives of advertising and elaborate the classification in detail.
OR
- 2 Compare and contrast product-oriented and consumer-oriented appeals in advertising.
- 3 Explain the structure of advertising agency and the role of different departments of advertising agency.
OR
- 4 Pick out a print and a television advertisement that you feel is informative and one of each that you felt is not informative and explain your choices.
- 5 Discuss various methods of advertising appropriation for finalizing advertising budget.
OR
- 6 Define advertising effectiveness. Enumerate the pre-testing methods of evaluating advertising effectiveness.
- 7 Identify the conventional methods and non conventional methods of sales promotion in the present consumer dominance market.
OR
- 8 Enumerate the factors for designing of sales promotion campaign.
- 9 "Personal approach is always more effective than written advertisement". Do you agree? Give reasons.
OR
- 10 What do you mean by the term public relations? How do companies leverage public relations?

PART – B

(Compulsory question, 01 X 10 = 10 Marks)

11 **Case Study:**

The Reebok brand got a black eye in India last year when an accounting scandal there resulted in parent company Adidas firing Reebok India managing director Subhinder Singh Prem and COO Vishun Bhagat as well as shutting down hundreds of its stores. Now the brand is trying to make a comeback in the world's second-most-populated country. Adidas is "repositioning Reebok as a premium fitness brand in India as part of a major revival drive," This year alone, Reebok India will open 50 'fit-hub' stores in India which will be more than half of the 80 such outlets that the sportswear brand has at present globally, mostly in US, Australia, Korea and Russia. "What happened in the past 1 s behind us. We are now growth - focused and we will start with our new retail format of 'fit hub' stores in India," Adidas Group India Managing Director Eric Haskell says.

Contd. in page 2

The Reebok fit-hub stores offer fitness and training products besides advice, guidance and information on community based fitness events. "This year 50 fit hub stores will be opened. The plan is to open 100 such stores by first quarter of 2014," Haskell said, adding out of the 100 stores, 50 will be new and the remaining half will be renovated ones. Most of the fit-hub stores would come up in metro cities but few new stores would also be located in tier-II cities, he added. The company plans to convert all the existing 490 Reebok stores in India to fit-hub stores in next couple of years. "It should not take longer than two to three years", Haskell said.

Questions:

- (a) Critically analyze firm's new strategy.
- (b) Reebok has huge residual equity in the country, suggest how it can be leveraged with communication?

Code: 17E00317

MBA III Semester Regular Examinations November/December 2018

ADVERTISING & SALES PROMOTION MANAGEMENT

(For students admitted in 2017 only)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

SECTION – A

(Answer the following: (05 X 10 = 50 Marks)

1 “Technology plays a vital role in modern day advertising”. Do you agree? Substantiate with suitable examples.

OR

2 How will the roles of advertising differ when the product involved is of a retailer and an industrial advertiser?

3 Describe the critical role played by a modern advertising agency for any organization with advertising needs.

OR

4 Do you feel that television advertising in general is informative? Classify and describe various media choices available to an advertiser.

5 “While fixing the advertisement expenditure one has to consider several important tasks deciding about budget of expenditure” - Discuss.

OR

6 Examine why is it necessary to evaluate advertising and brief the different methods of evaluation.

7 Identify a sales promotion that has recently been run that you think works to enhance the brand image and one that serves to hurt brand image. Justify your selection.

OR

8 Explain in detail the stages involved in implementing a sales promotion strategy.

9 Why is ethics an indispensable part of the publicity and public relations practice?

OR

10 Elaborate the concept of public relations and detail its features and growing importance role in marketing.

PART – B

(Compulsory question, 01 X 10 = 10 Marks)

11 **Case study:**

Advertisers pour crores of rupees every year into celebrity advertising, where the question arises that is it worth all the money and the headaches of coordinating stars and managing their tantrums. Think of Sachin Tendulkar. He means Pepsi in soft drinks, Boost in malted beverages, MRF in tyres, Fiat Palio in cars, TVS Victor in two-wheelers, Colgate Total in toothpastes, Britannia in biscuits, Visa in credit cards, Airtel in mobile services and Band-aid. Clearly, an overload of brands and categories associated with one star.

Contd. in page 2

Does it actually help each of the brands? Does the consumer think in categories and slot brands accordingly or is it one big maze of brands and saliency is dependent on recency. Interestingly, while celebrity advertising is big, few agencies actually present celebrity advertising as a solution to client problems. In the advertising world, celebrity advertising is seen as a substitute for 'absence of ideas' – and actually frowned upon. Yet it appears again and again.

There is no doubt that celebrity advertising has its benefits — the four Qs:

Quick saliency: It gets cut through because of the star and his attention getting value. Just Dial and Tata Sky has ensured high saliency for its brand with the inclusion of Amitabh Bachchan in its advertising.

Quick connect: There needs to be no insight but the communication connects because the star connects. Sachin, Shahrukh ensure an easy connect for Pepsi with the youth.

Quick shorthand for brand values: The right star can actually telegraph a brand message fast without elaborate story telling. Kapil Dev and Sachin Tendulkar seem to have done that successfully for Boost in the early '90s. And helped to differentiate it in the malted beverages market.

Quick means of brand differentiation: In a category where no brand is using a celebrity, the first that picks one up could use it to differentiate itself in the market. Big Basket did it in the retail market category. And Preity Zinta done all the above four for Perk - connecting with the youth and reinforcing the brand's youthful, spontaneous, energetic values. Hence, the celebrity becomes an addiction for the marketing team. The task to find substitutes becomes more and more difficult. Interestingly, celebrity is a disease that is seen to spread across a marketing department. Once one brand manager gets into it, others tend to follow, not wanting to be left behind! With the surfeit of celebrities on screen and in the newspapers, there are two new drawbacks emerging for celebrity usage.

Questions:

- (a) With each celebrity endorsing multiple products and multi brands in a category, do you think the consumer is confused?
- (b) Do you think celebrity endorsement is no longer as credible?
- (c) What are the benefits of representing celebrities in advertisements?
