

2013

[This question paper contains 2 printed pages.]

Sr. No. of Question Paper : 1652

Roll No.....

Unique Paper Code : 101634

Name of the Paper : Advertising & Brand Management

Name of the Course : Bachelor of Business Studies

Semester : VI

Duration : 3 Hours

Maximum Marks : 75

**Instructions for the Candidates**

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

1. An NGO called "Prithvi" is desirous of making children aware of Global Warming and its perils. It wants to launch an advertisement campaign for its Global Warming Program. As a media planner what considerations and stages would be involved in designing a media plan? Suggest a plan to this NGO. (10)
2. (a) What is advertising spiral and how does it differ from a traditional PLC model? (5)  
(b) What is total cognitive response to an advertisement? (5)
3. (a) An edible-oil manufacturer has approached your agency to suggest a positioning strategy for its edible-oil. What positioning options can be exploited for a simple product like oil? (5)  
(b) With the help of an example explain how feelings/emotions in advertisements enhance the total brand value and assist in communicating the ad's message to the prospect. (10)

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4. Contrast the central and peripheral routes to persuasion. Suggest the right kind of route in the following cases :
- (a) A muscle relaxing ointment
  - (b) Toothpaste (2×5)
5. What is brand personality ? Think of a brand of products and services each, which you think consumers select largely based on the brand personality. Comment on when brand personality associations are more important. (15)
6. Write short notes on **any three** of the following :
- (a) Hierarchy of Effects Model
  - (b) Social & Economic Aspects of Advertising
  - (c) Types of Sales Displays
  - (d) Brand Extension (3×5)