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Sr. No. of Question Paper : 170

Roll No.....

Unique Paper Code : 101634

Name of the Course : **Bachelor of Business Studies**

Name of the Paper : Advertising and Brand Management

Semester : VI (2014)

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. Write short notes on any **THREE** of the following :

(a) Social and ethical aspects of advertising

(b) Information processing model

(c) Types of Sales Displays

(d) Use of humour in advertising

(3×5=15)

2. An agency has written a very humorous and catchy spot to promote use of the metro train service over other forms of transportation in Delhi. Suggest a media plan for the service. (10)

OR

As an executive with an agency you are working at designing ad campaigns for two of your clients. The clients are :

(a) Owner of a skincare clinic

P.T.O.

(b) LED TV marketer

Develop an argument for the usage of central and peripheral routes for the above products and services. (10)

3. (a) What all contributes to the development of a brand personality ? (5)
- (b) Are brand personality associations more important in case of service brands ? Take an example of any service brand out of hospitality, banking or healthcare and describe its brand personality along with factors that contributed to such a personality. (10)
4. Why are brands important to marketers and consumers ? Explain with examples where necessary. (10)
5. "Media Planning involves a trade-off between Reach and Frequency".
- (a) In the light of the above question, explain the terms reach and frequency with suitable examples. (5)
- (b) Also illustrate and explain situations where, in order to achieve marketing objectives media planners will have to sacrifice one and achieve the other. (5)
- (c) Define Media scheduling and briefly explain its different strategies. (5)
6. Critically analyse the following statements :
- (a) Sales Promotion is the only tool marketers can use to create a pull or push in the market. (5)
- (b) Promotion makes consumer price sensitive, encourages brand switching and discourages brand loyalty. (5)