FirstRanker.com
Firstranker's choice

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 I 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

FirstRanker.com
Firstranker's choice

FirstRanker.com
Firstranker's choice

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?

*****

firstranker.com
www.FirstRanker.com