

Code: 14E00317

MBA III Semester Regular & Supplementary Examinations November/December 2017

ADVERTISING & SALES PROMOTION MANAGEMENT

(For students admitted in 2014, 2015 & 2016 only)

Time: 3 hours

Max. Marks: 60

PART – A

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

- 1 Critically examine the role of advertising in a developing economy like India.
- OR**
- 2 Define the term advertisement. What is the importance of advertisement in marketing mix?
- 3 Discuss the objectives and functions of advertising agencies.
- OR**
- 4 Explain the role of print and electronic media in the success of an advertisement.
- 5 What are the various tools to measure the effectiveness of advertising? Explain.
- OR**
- 6 Discuss DAGMAR approach model. Do you think that setting measureable objectives is always possible? Why or why not?
- 7 Explain the different types of trade promotions.
- OR**
- 8 Explain the strategic use of sales promotion in terms of brand building, new product launch and effectiveness.
- 9 Public relations strategy should be an essential part of every communications programme. Explain.
- OR**
- 10 Explain the importance and role of personal selling in sales promotion.

PART – B

(Compulsory question, 01 X 10 = 10 Marks)

11 Case Study:

In 2015, the marketing manager of ABC Ltd. was worried about the performance of their leading product; "GEMS brand of Jams". The management was considering whether to change the advertising strategy or not. The market for this brand was declining through overall market for Jam was on the increase. Data was gathered and analyzed using consumer panels. It was found that major loss was due to consumers shifting to more exotic tastes like mango, two-in-one etc. other competitors were supplying substitute for Jams like butter, margarine etc. The marketing manager felt that advertisement failed to communicate the nutrition value. He felt this attribute must be included in the advertisement to be released. The company conducted focus group interview with customers. Participants were asked to evaluate and suggest alternatives, which highlighted the comparison between GEMS and other Jams. The group presented the following alternatives as the advertisement copy: (i) GEMS is the only Jam which contains vitamin that forms an essential part of the diet. (ii) Your kids may dislike fruit. Free yourself from anxiety by giving them GEMS. (iii) ABC Ltd. is a trusted household name the makers of GEMS Jam. (iv) Unlike other substitutes only GEMS is nutritious.

Questions:

- (a) Which advertise message do you think is very close to the objectives to be achieved by the company?
- (b) Are there any other messages that need to be conveyed to gain the lost market?