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Add

Nov-2017

UNIVERSITY PAPER

T.Y.B.M.M

[ADVERTISING]

SEM-V

NOV. -2017

Q.P. Code :03431

[Time: Two Hours]

[Marks:75]

Please check whether you have got the right question paper.

- N.B:**
1. All Question are compulsory.
 2. Draw Diagrams and give examples wherever necessary.
 3. Figures to the right indicate full marks.

- Q.1 a) Explain the following concepts. 6
- I. Adoption
 - II. Subliminal Perception
 - III. Dogmatism
 - IV. Ethnocentrism
 - V. Religious sub culture
 - VI. Observational learning
- Q.1 b) **Case Study:** 9
- Mr. Sunil Verma is an IT professional in Kolkata. He is working in MNC and getting married to Nisha in the next month. Nisha is also an IT professional. Both of them are planning for their future. They are planning their finances and requirements.
- Questions:**
- i) Mention the various stages of FLC & explain the current FLC stage of Mr. Sunil Verma & Nisha belong to.
 - ii) Give examples of product choices that Nisha and Sunil would make in their current stage& their future stages in life
- Q.2 a) Explain Freudian Theory in brief. 07
- b) Opinion Leader is more credible than commercial advertising. Discuss. 08
- OR
- Q.2 a) State any three existing ad messages and analyze how the marketer has tried to reduce the cognitive dissonance of the consumer for the product, through the ad. 07
- b) Explain how a marketer will use SRI VALS II Segmentation to sell a new brand of expensive designer watch. What will be the targeting and positioning strategy used by the company to sell the product in South-Mumbai Market? 08
- Q.3 a) Write a brief note on message order and message code. 07
- b) What is the importance of reference groups to marketers and advertisers? What factors affect the reference group influence? 08
- OR
- Q.3 a) Analyse different ads at different levels of Maslow's Need Hierarchy. 07
- b) As an advertiser of Hair Color, what set of target audience would you focus on keeping in mind specific personality traits 08

35
301

Q.P. Code :03431

Q.4 Write an explanatory note on the Tri-component attitude theory with the help of suitable examples. 15

OR

Q.4 Explain Consumer Decision Making Process and state how the brand choice you made while purchasing a PC with the help of the model. 15

Q.5 Write short notes on any 3 of the following: 15

- i) ELM
- ii) Types of appeals
- iii) Diffusion Process
- iv) Indian Core Values
- v) Trait theory of personality



Sub - Brand Building

Q.P. Code :03614

[Time: - 2½ Hours]

[Marks: 75]

Please check whether you have got the right question paper.

- N.B:
1. All Questions are compulsory.
 2. Figures to the right indicates maximum marks.
 3. Illustrate your answer with diagrams and examples wherever applicable.

1. A) Explain the following concepts 06
- a) Range Brands
 - b) Sub Brand
 - c) Logo
 - d) Generic brand.
 - e) Functional benefit
 - f) Core Identity
1. B) Case Study:
- INDIA – August 2, 2016-Mondelez India Foods Private Limited, today announced the launch of yet another exciting innovation – Cadbury Dairy Milk Marvellous Creation. After the successful launch of India's first 'centre-filled' Chocolate – Cadbury Dairy Milk Silk Bubbly, Mondelez India, the market leader in the chocolate category in India (as per Nielsen) brings its global product Cadbury Dairy Milk Marvellous Creations to India. Exuberating a fun and playful characteristic, this unique chocolate bar surprises consumers with its distinctive form and unpredictable inclusions. Cadbury Dairy Milk Marvellous Creations will be available in two flavours, Jelly Popping Candy and Cooke Nut Crunch, and will be manufactured at the company's new manufacturing facility in Sri City, Andhra Pradesh.
- i. Using the Brand Personality Scale, explain what is the current brand personality. 03
 - ii. Is there a need of a celebrity endorser? If yes, suggest a celebrity, justify your answer. 03
 - iii. What extension strategy has the company used. 03
2. A) 08
- 1) Discuss the relevance of the Graveyard Model, with reference to Indian Brand.
 - 2) What are the four Brand identity traps? 07
- OR
2. B) 08
- 1) Can a company choose between the various branding strategies? What options do they have? 08
 - 2) Explain the Brand product matrix with an industry example. 07
3. A) 08
- 1) Explain the concept of Brand. How does it differ from product? 08
 - 2) Enumerate the advantages & disadvantages of Line extension. 07
- OR
3. B) 08
- 1) Explain the 10 guidelines for building strong brands. 08
 - 2) Write a note on Co-branding. 07

TURN OVER

2

4. A) Brand Building Blocks.

OR

B) Explain the Brand equity ten.

15

15

5. A) Attempt any three short notes:

15

- a) Loyalty Pyramid
- b) User Imagery
- c) Moving a brand up
- d) The self-Expressive Mode.
- e) Brand Licensing

Q. P. Code: 23094

Media 2: Reach = 80 %, Frequency = 9, TPC = 9, 95,000, AEC = 64,000
Find the % TA, GRP and CPRP for Media 1 and Media 2

2a.2 Answer the following(8)

23,000 people see an advertisement 4 times, 34,000 see an advertisement 6 times and 93,000 people see an advertisement 5 times. Universe is 567,000. Total Cost of Advertising is 91,000. Find Reach%, GVT & CPT.

2. b. Find the average frequency of the advertisement in the magazines using the data given below:

(7)

Readership: Magazine A= 41,000, Magazine B= 64,000, Magazine C = 53,000

Duplication of Magazine A, with Magazine C = 6,000,

Duplication of Magazine B, with Magazine A= 5,000

Duplication of Magazine C, with Magazine B= 4,300,

Insertions: Magazine A= 2, Magazine B= 5, Magazine C = 4

OR

2. Write detailed note on various components of media planning (15)

3. a. Explain the following concepts: -

(8)

- i. Frequency
- ii. SOV
- iii. Cost per thousand
- iv. Scatter buys

b. Discuss the factors affecting choice of Newspaper buying

(7)

OR

3 a. Explain the following concepts:-

(8)

- i. GRP
- ii. Pay-per-click (PPC)
- iii. BARC
- iv. Real time bidding

b. Discuss Retargeting/Remarketing

(7)

4. Answer the following:

- a. Write a note on Search Engine Optimisation (SEO)
- b. Advantages and disadvantages of Newspaper Buying(7)

(8)

OR

4. Answer the following:

- a. Write a note on New Consumer Classification System (NCCS)
- b. Write a note on Media Mix

8)

(7)

5. Write short notes on (any 3)

(15)

- a) Media Objectives
- b) Advantages and disadvantages of Television Advertising
- c) Media Audit
- d) Compensation methods in affiliate marketing
- e) Transit advertising

(2.5 Hours)

[Total Marks: 75]

N. B:

1. All questions are compulsory
2. Use of Calculator is permitted
3. Cellular phones are not allowed

1. CASE STUDY:

(15)

Create a Media Plan for Life Insurance Corporation of India. LIC is an Indian state-owned insurance group and investment company headquartered in Mumbai. It is the largest insurance company in India. The schedule will last two months. The advertisements are in colour. The budget for the print campaign is three crore (30000000).

Size:

Magazine: Single and/ or double spread

Newspaper: Half page

Use rate card given below

Dallies	Readership 000's	Rates (in sq cm)	Magazine	Readership 000's	Rate (Full page) colour
The Times of India	7965	4238	India Today (W)	6471	710900
DNA	810	2123	Vanitha (Malayalam) (F)	2829	660000
The Hindu	3732	1770	Karmasangsthaan (Bengali) (W)	682	309,000
The Economic Times	1535	2600	Business India (F)	654	395,000
Lokmat (Marathi)	5887	691	Business Today (F)	815	465,000
Eenadu (Telugu)	1670	1350	SarasSalil (F) (Hindi)	1365	326000
AnandabazarPatrik a (Bengali)	5653	870	Mathrubhumi (W) (Malayalam)	897	203,800
Deepika (Malayalam)	8691	845	Femina (F)	309	780,000
DainikJagran (Hindi)	21241	3260	MeriSaheli (Hindi) (M)	634	2,44,000
Nava Bharat(Hindi)	11398	1250	Grihalaxmi (Malayalam) (M)	750	640000

Rate: Quarter page size equals 400 sq.cm. (25 cm (h) x 16 cm (w))

- 2 Attempt any one between 2a.1 and 2a.2. along with 2.b
[i.e. (Attempt either 2a.1 OR 2a.2 for 8 marks) and 2.b. for 7 marks]

2a.1 Answer the following:

(8)

Media 1: Reach = 40 %, Frequency = 8, TPC = 7, 77,000, AEC = 40,000

9/11/17

TYBMM - SEM - V
Sub:- Copy writing

Q.P. Code : 22104

(2hrs 30 mins)

Total Marks: 75

- Instructions:** (a) All questions are compulsory and carry equal marks
(b) Figures to the right indicate marks
(c) Support answers with examples wherever necessary

Q.1 Multimedia Campaign and strategy:-

15

- A. Thumbs Up is a popular beverage in India having a long legacy in the market. Their advertisements are full of adventure, excitement & energy so as to appeal to the youths of the country. They now want to reach out to the older age group as well, who may not be able to connect to the advertising style currently employed by them.

The brief is to employ an appropriate appeal and create a campaign with a possible change of tone and technique, perhaps by having a mature, subtle and sophisticated approach to which the older age group can relate.

Answer the following

- a. Draft a Creative Plan for them. [4]
b. Define their message strategy. [2]
c. Make two print ads based on the brief. [4]
d. Draw a story board for a 30 sec TVC. [5]

OR

- B. Vodafone is a telecommunications service provider in India facing a tough pricing competition in the market due to strategies employed by its rivals, who are providing voice & data services at an extremely low cost. Due to this, Vodafone customers are migrating in large numbers to other service providers and the company is finding it difficult to retain its existing customers.

Brief of the campaign is to stop this large scale migration by users by appealing to their loyalty, and highlighting the quality of their service over its competitors.

Answer the following:

- a. Draft a Creative Plan for them. [4]
b. Define their message strategy. [2]
c. Make two print ads based on the brief. [4]
d. Draw a story board for a 30 sec TVC. [5]

- Q. 2** A. Discuss in brief some major qualities that a copywriter must possess. [8]
B. Write a script for a 20 second radio spot for an educational app "Byju" that will assist students in [7]
studying.

OR

- C. Differentiate between left brain & right brain thinking with examples. [8]
D. Make an Outdoor poster to inform people of a super sale at all the "Shopper's Stop" outlets. [7]

Turn Over

Q.3. Answer the following;-

- A. Discuss any four effective Idea Generation Techniques. [8]
B. Draft an email promoting a holiday tour package from "KESARI TOURS" for the entire family. [7]

OR

- C. Write a brief note on CAN elements of creative advertisements. [8]
D. Write a Direct Mail to prospective customers encouraging them to visit "JAVED HABIB" salon outlets in the Mumbai. [7]

- Q.4. A.** What factors must be kept in mind while creating headlines & subheadlines for a Print Ad? [8]
B. As the Public Relations Officer of a city Bandra Cricket Club, write a Press Release informing the media of the club winning a prominent city tournament. [7]

OR

- C. What are the essentials of writing a good copy for women? [8]
D. Draft a Classified Ad for matrimony search services offered by bharatmatrimony.com [7]

Q.5. Write a short note on any three of the following:

1. Conscious & Unconscious Mind
2. Transcreativity
3. Types of Appeals
4. B2B Advertising
5. SMS Advertising

3/11/17

TYBMM - SEM - V
Sub-Advertising in Contemporary Society

Q.P. Code : 22247

Maximum marks: 75

Duration 2 1/2 hours.

N.B: All Questions are compulsory
All questions carry equal marks.
Kindly support your answers with suitable examples

Q.1 An Indian Food processing unit is planning to launch its **exquisite food items "HEAT AND EAT"** or an Indian **YOGACENTER** have set up their markets abroad. Your Ad Agency has been given the assignment to draw up the Advertising Strategy.

First: Choose any one product/service
Second: Select any two countries from any of the three groups of countries.
The two countries selected cannot be from the same group.

- Group A: USA, UK, FRANCE, GERMANY.
- Group B: JAPAN, CHINA, BRAZIL, SOUTH KOREA.
- Group C: SAUDI ARABIA, QATAR, BAHARIN, KUWAIT

What factors will you keep in mind while developing your advertising Strategy with reference to the two countries selected by you? (15)

- Q.2.** Answer the following:
- A. What is liberalization? Discuss the effects of Liberalization on Indian economy with relevant examples (8)
 - B. Write a detailed note on controversial advertising (7)
- OR**
- C. What is the Difference between FERA and FEMA (8)
 - D. Explain global-local Dilemma in international markets. (7)

- Q.3.**
- A. Discuss the various criticisms levied against Advertising. (8)
 - B. Outline the scope of challenges in International advertising. (7)
- OR**
- C. Explain the connection between popular culture and advertising. (8)
 - D. Bring out the impact of advertising on changing attitudes, behavior, societal norms, perception, needs, and lifestyle. (7)

- Q4.**
- A. Design a social marketing campaign for a **women self-help group manufacturing home-made tiffin services** to be promoted through the Internet. (15)
- OR**
- B. An NGO is promoting a program for **Welfare of Senior Citizens**, design a social marketing campaign for the cause. (15)

- Q.5.** Write short notes on **any three:** (15)
- a. Advertising and children
 - b. Digital advertising.
 - c. Social benefits of advertising.
 - d. Political advertising.
 - e. Stereotypes Gender Bias in advertising.

9/11/2017

Society.

Q.P. Code : 22247

2

(मराठी भाषांतर)

गुण : ७५

वेळ : 2½ तास

सूचना : सर्व प्रश्न सोडवणे अनिवार्य आहेत

सर्व प्रश्नांना समान गुण आहे

आवश्यक तेथे उदाहरणे द्या

इंग्रजी प्रश्नपत्रिकेची प्रत ही मूळ प्रत म्हणून ग्राह्य धरली जाईल

प्र. १ एक भारतीय अन्न प्रक्रिया युनिटची "HEAT AND EAT" या नावाने उत्कृष्ट फूड आयटमची विदेशी बाजारात कार्य सुरु करण्याची योजना आहे किंवा एक भारतीय योगा केंद्र यांना विदेशात आपली बाजारपेठ स्थापित करायची आहे. प्रसिद्धीसाठीच्या जाहिरात रणनीतीची आखणी करतांना कोणत्या घटकांची नोंद घ्यावी हे तुमच्या जाहिरात संस्थेला ठरवायचे आहे.

१५

१. वरील दोन्हीपैकी कोणताही एक सेवा / उत्पादन निवडा
 २. जाहिरात रणनीतीसाठी कोणत्याही दोन देशांची निवड करा. पण कोणतेही दोन देश एका विभागातील नसावेत
- गट अ : युएसए, युके, फ्रान्स, जर्मनी
गट ब : जपान, चीन, ब्राझील, साउथ कोरिया
गट क : सौदी अरेबिया, कतार, बहरीन, कुवैत
- जाहिराती रणनीतीची आखणी करत असताना ज्या दोन देशांची तुम्ही निवड कराल त्यासाठी कोणते घटक लक्षात घेतले जातील ? स्पष्ट करा.

प्र. २ खालील प्रश्नाची उत्तरे लिहा

अ) उदारीकरण म्हणजे काय ? भारतिय अर्थव्यवस्थेवर उदारीकरणाचा झालेला परिणाम उदाहरणासहित स्पष्ट करा

८

ब) विवादास्पद जाहिराती यावर सविस्तर टिपण लिहा

७

किंवा

क) फेरा (FERA) आणि फेमा (FEMA) यांच्यातील फरक स्पष्ट करा

८

ड) आंतरराष्ट्रीय बाजारातील वैश्विक - स्थानिक पेचप्रसंग म्हणजे काय ?

७

प्र. ३

अ) जाहिरातींच्या विरोधात कोणती टीका केली जाते ? चर्चा करा ८

ब) आंतरराष्ट्रीय जाहिरातीतील आव्हानांची चर्चा करा ७

किंवा

प्र. ३

क) लोकप्रिय संस्कृती आणि जाहीतरी यांच्यातील परस्पर संबंध स्पष्ट करा ८

ड) वृत्ती, वर्तन, सामाजिक नियम, दृष्टीकोन, गरजा आणि जीवनशैली बदलण्यामध्ये जाहिरातींची भूमिका स्पष्ट करा ७

प्र. ४

अ) महिला बचत गटाच्या घरगुती अन्न उत्पादनांना इंटरनेटच्या माध्यमातून प्रमोट करण्यासाठी सामाजिक विपणन मोहीम (social marketing campaign) तयार करा १५

किंवा

ब) वरिष्ठ नागरिकांच्या कल्याणासाठी एक अशासकीय संस्था (NGO) एका प्रमोशनच्या कार्यक्रमाचे आयोजन करत आहे. सामाजिक विपणन मोहिमेसाठी याचे आरेखन करा १५

प्र. ५ टिपा लिहा (कोणत्याही ३) १५

१. जाहिराती आणि लहान मुले
२. डिजिटल जाहिराती
३. जाहिरातींचे सामाजिक फायदे
४. राजकीय जाहिराती
५. जाहिरातीतील साचेबद्ध लैंगिक पूर्वग्रह