

TYBAMMC

H. N. N.

Time :- 2 ½ hours

Marks:- 75

Note:-

- 1) All questions are compulsory.
- 2) Figures on the right indicate marks.
- 3) Calculators are allowed.

Q. 1 Case study

- a. "Learning Craft" is an e-learning application focussing on skill-based programs for youth associated with National Skill Development Corporation (NSDC). They are launching new courses, especially short-term certificate courses with internship cum job after the completion of the course. They have expansion plans targeting second-tier cities in India. As a researcher suggest appropriate research design, sampling method, and research process to facilitate the expansion plan of "Learning Craft" application. (10)
- b. A survey on the heights (in cm) of 50 boys of class FYBAMMC was conducted at a college and the following data were obtained. Find the Mean, Median, Mode and range of the above data. (5)

Height (in cm)	120-130	130-140	140-150	150-160	160-170	Total
No of boys	2	8	12	20	8	50

OR

- c. Driving or riding in a vehicle in India is becoming dangerous as a result of the country's growing population and rising vehicle fleet. The number of traffic accidents in India is alarmingly high, especially in Maharashtra. Design a questionnaire to understand people's awareness of Rules of road regulation and guidelines to be followed while driving a vehicle. (8)
- d. "Smartphone addiction as an emerging behavioural form of addiction among teens in India". Write a report analyzing the validity of the statement. (7)

Q.2 Answer the following:-

- a. Discuss Observation as a primary data collection method. (8)
- b. What is pricing research and explain the measures of pricing research? (7)

OR

- c. Discuss the various physiological testing methods used in advertising research. (8)
- d. What are measures used in post-testing? (7)

Q.3 Answer the following:-

- a. What are the challenges faced in pre-testing in advertising research? (8)
- b. Explain the various methods of conducting product testing? (7)

OR

- c. Describe projective techniques and its implication in research process. (8)
- d. What is copy research and explain various methods used under copy research? (7)

Q.4 Answer the following:-

- a. "Non-probability sampling is method of selecting sample on basis of subjective judgment rather than random selection", explain the statement and types of methods used under non-probability sampling. (8)
- b. What is research report writing and elaborate the components included in research report? (7)

OR

- c. What are the guidelines for formulating a good questionnaire and describe types of questions that can be incorporated in the questionnaire? (8)
- d. What is research design and elaborate on types of research design? (7)

Q.5 Short notes: - (Any three)

- a. Literature Review.
- b. Experimental Research.
- c. Types of Hypotheses.
- d. Qualitative Vs Quantitative Research.
- e. Primary Research.

(15)

TYBAMC

[Time: 2½ hours]

[Marks:75]

Please check whether you have got the right question paper.

- 1) N.B:
- 2) Figures to the right indicate full marks.
 - 3) Draw suitable diagrams wherever necessary
 - 4) Illustrate your answers with examples

Q1. (a) Explain the following concepts: -

1. Logo
2. Brand Image
3. Functional Benefits
4. Ingredient Co- Branding
5. Core Identity
6. Range Brand Manager

(6)

(b) Parachute from the house of Marico is India's No.1 coconut oil that contains the goodness of 100% pure coconut oil. The Brand wishes to extend its portfolio by launching – Shampoo and Conditioner.

On the basis of the above information answer the following:

1. What line extension strategy would you suggest? Justify. (3)
2. What is the current brand personality? Create a new personality using the Big Five. (3)
3. Who would you like to use as a Brand Ambassador based on your new Brand Personality and why? (3)

Q2. Answer the following:

- a. State and explain the brand building blocks (8)
- b. Explain Multi-branding and Multi Product Branding strategies with suitable examples (7)

OR

- c. Describe the various brand positioning strategies. (8)
- d. Explain Young & Rubicam Graveyard Model. (7)

Q3. Answer the following:

- a. Explain Brand Repositioning with suitable examples (8)
- b. How does CSR help in Brand Building (7)

OR

- c. Bring out the difference between Consumer and Industrial Brands. (8)
- d. What are Brand Building Imperatives? (7)

Q4. Answer the following:

- a. What is Brand Equity? Explain Brand Equity Ten model of measurement. (15)

OR

- b. Differentiate between Revitalization and Reinforcement of Brands with the help of the relevant examples (8)
- c. Depending on the Product Life cycle explain the branding strategies at each stage (7)

- Q5.** a. Write Short Notes on (ANY THREE) (15)
- a. Brand Hierarchy
 - b. Brand Loyalty Pyramid
 - c. Global Brand Manager
 - d. Corporate Branding
 - e. Brand Vs Product

TY BMM

16/12/2022

Time: 2Hrs. 30 Mins

Marks: 75

Instruction:

- 1) Question No. 1 is compulsory.
- 2) Draw Diagrams and give examples wherever necessary.
- 3) Figures to the right indicate full marks.

Q1. Explain the following terms (any 5)

15 marks

- a. Self-Concept.
- b. Dogmatism
- c. Work Groups.
- d. Gender Subculture.
- e. Diffusion Process.
- f. Classical conditioning
- g. Subliminal Perception

Q2.

- a. Explain in brief the stages of traditional FLC. 8 marks
- b. What is an advertising appeal? Giving suitable examples and discuss the various kinds of appeals used by advertisers. 7 marks

OR

Q2.

- c. Which would be the most appropriate FLC stage to be targeted for the following and why? 8 marks
 - i. Canned Soup
 - ii. Medical Insurance
 - iii. Gold Jewellery
 - iv. Baby Food
- d. What is communication? Explain the importance of source credibility in the communication process? 7 marks

Q3.

- a. Explain the five class/ categories of adopters giving examples for each. 8 marks
- b. Explain the 6 basic characteristics of Social Class 7 marks

OR

Q3]

- c. What is the role of media in creating stereotypes? 8 marks
- d. Who is an opinion leader? What are the characteristics of opinion leaders? 7 marks

Q4.

- a. What are the Indian Core Values? How have they changed with time? Give example of advertisements that represent Indian Core Values. 15 marks

OR

- b. What has given rise to the importance of the study of Consumer Behaviour? Justify your answer with suitable examples. 15 marks

Q5] Write Short Notes on (any3)

- a) Trait Theory
 - b) Maslow's Need Theory.
 - c) Tri-Component Attitude Model
 - d) VALS
 - e) Formal and Informal Groups.
- 15 marks

[Time: 2 ½ Hours]

[Marks: 75]

Please check whether you have got the right question paper.

- N.B:
1. All questions are compulsory.
 2. Marks are indicated to the right of each question.
 3. Please give suitable examples wherever necessary.

Q.1 Case Study: Multimedia Campaign

(15)

The modern young Indian girl is extremely determined and fiercely driven by her passions. She is unafraid of conforming to societal norms and bravely pursues her dreams without regard to traditional stereotypes. To help them explore and discover new opportunities BSA LB is set to launch their latest range of girls' cycles during the ongoing festive season. With their new range of vibrant contemporary cycles, they want to bring a new offering into the market that is as dynamic and energetic as the girls who ride them. They hope to empower the young girls of today and tomorrow and open a world of possibilities and the campaign will be an ode to their drive and courage.

1. Prepare a creative brief for making an impact on target audience. (5)
2. Suggest an appropriate message strategy. (2)
3. Create 2 press advertisements based on the creative brief. (4)
4. Prepare a storyboard for television commercials based on the creative brief. (4)

OR

Q.1 Case Study: Multimedia Campaign

(15)

Ferns N Petals wishes to launch a campaign that puts old friends, renewing forgotten ties and appreciation at the forefront. On the occasion of Diwali, celebrating human relationships and how gifts can play a pivotal role to rekindle old friendship and other relationships that we might have missed connection of in our busy lives –

#DiwaliRishtonWali will be the main focus of the campaign.

1. Prepare a creative brief for making an impact on target audience. (5)
2. Suggest an appropriate message strategy. (2)
3. Create 2 press advertisements based on the creative brief. (4)
4. Prepare a storyboard for television commercials based on the creative brief (4)

Q.2 Attempt any one set questions:

- A) Define creativity. Discuss the five various stages of the creative process? (7)
 - B) Create a radio spot for Kotak Mahindra's new credit card. (8)
- OR
- C) Explain the importance of emotionality and storytelling to influence the audience (7)
 - D) Write a direct mailer announcing Starbucks' new Christmas special menu. (8)

Q.3 Attempt any one set questions:

- A) How is Advertorial Copy different from Infomercial copy? (7)
B) Give two examples each of demonstrative and comparative types of advertising and justify. (8)

OR

- C) Describe the various elements of print advertisement. (7)
D) Prepare a poster for the brand Indigo announcing the airline's new festive fares offer. (8)

Q.4 Attempt any one set questions:

- A) What is Trans creativity and discuss the importance and scope of use of Trans creativity in advertisement copy? (7)
B) Write a press release on behalf of Loreal about a new line of natural beauty products (8)

OR

- C) Evaluate the copywriting style of any one advertising campaign of the best advertising agency for their clients. (15)

Q.5 Write short notes on ANY THREE of the following: (15)

- a. SMS copy for Makemytrip's festive fares offer
b. Write a classified ad for vacancy for a copywriter at an ad agency.
c. Transit ad vs. ambient ads
d. Evaluate any ad with Rational Appeal
e. Product Brief

[Time: 2½ hours]

[Marks:75]

Please check whether you have got the right question paper.

- N.B:
1. Figures to the right indicate full marks.
 2. Draw suitable diagrams wherever necessary.
 3. Use of simple calculator is allowed.
 4. Illustrate your answers with examples.

Q1. Case Study

1. Packaged Diet Drink

OR

2. E-Wallet

Keeping in mind the following brief

1. Product Offering (04)
2. Lead Generation (3.5)
3. Database Management (04)
4. Methodology and Channels used (3.5)

(15)**Q2. Answer the following**

- a. Calculate the lifetime value of Ms. Poonam Pandey as on 2010 from the following given data

(10)

Particulars	2008	2009	2010	2011	2012	2013
Indirect Cost	-	6,000	11,000	8,000	7,000	5,000
Direct revenue	7,000	5,000	15,000	-	6,000	3,000
Bad Debts	3,000	-	6,000	4,000	5,000	2,000
Sales	1,05,000	1,35,300	1,86,500	2,03,400	2,32,300	3,01,100
Discount	4,000	8,000	5,000	1,000	2,000	-
Telemarketing	6,000	10,000	9,000	9,000	8,000	6000

Note: 1.All figures in the table are in Rupees.

2.Discount is 10%

- b. State the impact of e-commerce on the global economy.

(05)**OR**

- c. Explain the term direct marketing? Bring out the importance of direct marketing?

(08)

- d. What is E-commerce? Discuss in detail various features of E-commerce.

(07)**Q3. Answer the following**

- a. In the age of cashless economy, explain the different payment systems build by companies to facilitate easy transaction.

(08)

- b. Discuss in detail, how customer mix and managing the key customers plays an important role towards building Customer Relationship management (CRM) for marketer.

(07)**OR**

- c. Explain the process of payment gateway in detail with examples. (08)
- d. Define E- Business. Discuss different phases of launching an E-Business with special reference to women apparel brand. (07)

Q4. Answer the following

- a. Describe the relationship of Integrated Marketing Communication (IMC) with Direct Marketing. (08)
- b. Explain in detail various steps in developing a database used by a direct marketer to sustain in market. (07)

OR

- c. What is web design? Demonstrate the various principle of web design considered by web designer of a company. (08)
- d. What is Internet? Explain how companies use Internet to promote products? (07)

Q5. a. Write Short Notes on (ANY THREE)

- 1. Trademark and Copyright. (15)
- 2. Cross-selling and Up-selling.
- 3. Supply chain management.
- 4. Growing importance of social media.
- 5. Product customization.

TIME: - 2.5 Hours

Marks:-75

NOTE: - 1) All the question are compulsory subject to internal choice
2) Figures to the right indicate full marks

- Q.1.** Asahi Group is a beverage and food business group, which offers Calpico (non-aerated) drink in three delicious flavors mango, strawberry and original citrus. The brand is launching its products through amazon in India and has planned a social media launch for the same. On the basis of the given information answer the following questions: **15 marks**
Answer all the following questions based on information given.
- 1) Which social media platforms would be suitable for the launch according to you?
 - 2) What can be your objectives for the social media launch?
 - 3) State the consumer market segmentation for the campaign .
 - 4) Suggest, keywords and suitable hashtags for this launch.
- Q.2.** a) State the types of E-commerce and Online advertisement. **8 marks**
b) State the types of Mobile marketing. **7 marks**
(OR)
c) Elaborate on who are generation Y professionals? **8 marks**
d) State the behavioral internet (B2C, B2B, C2C and C2B) **7 marks**
- Q.3.** a) Write a brief note on Social Media Marketing Careers. **8 marks**
b) Explain the steps in creating content for multiple platforms. **7 marks**
(OR)
c) What are the characteristics of social media marketing? **8 marks**
d) Write a detailed note on 'Building content for sharing'. **7 marks**
- Q.4.** a) What is Social Media Marketing plan? **8 marks**
b) What is campaign management? **7 marks**
(OR)
c) Discuss the 8 C's of strategy development. **8 marks**
d) What is sentiment analysis? State its significance. **7 marks**
- Q.5.** Write a short note on any three out of five: **15 marks**
a) Emoji
b) Hashtag
c) Social media listening
d) Honesty as a marketing tool for ethics
e) The rule of thirds