

Advertising Group

TYBMM - SEM - IV

Paper / Subject Code: 55331 / Advertising: Discipline Related Generic: Digital Media

TIME: - 2½ Hours

Marks:-75

- NOTE: 1) All the question are compulsory subject to internal choice
2) Enumerate with relevant examples where ever necessary
3) Figures to the right indicate full marks

Q1) Case Study:

Starbucks is a firm believer in LGBTQ+ rights. When the pride wave surged, Starbucks came forward and reinstated its belief through the #ExtraShotOfPride campaign. Starbucks joined hands with the Born This Way Foundation to raise \$250K to support the LGBTQ+ community. Throughout the campaign, they shared quotes and stories of various Starbucks employees cherishing the pride spirit.

(15)

Based on the above case answer the following questions:

- a) As a digital marketer enumerate the key advertising objectives for promoting this campaign. (5)
b) Create a Facebook campaign for promoting the brand. (5)
c) How would you use Instagram as a platform for promotion of the brand ? (5)

Q2) a) Discuss the advantages and Principles of Digital Media briefly? (8)

Q2) b) Explain On Page Optimization in context to SEO. (7)

OR

Q2) c) Discuss SEM in brief as an important aspect of Digital Media. (8)

Q2) d) Briefly explain Web analytics. (7)

Q3) a) E-mail marketing enhances better Reach in Digital Media Campaigns. Comment. (8)

Q3) b) Highlight the importance of Blogs in Digital-Media. (7)

OR

Q3) c) Explain Affiliate Marketing and its purpose in Digital Media. (8)

Q3) d) Discuss Social media analytics with reference to Web Analytics (7)

Q4) a) Explain Google Adwords and what are they used for? (8)

Q4) b) Discuss Digital Security? Explain in brief. (7)

OR

Q 4) c) Explain Email marketing with help of its key concepts. (8)

Q 4) d) Explain Programmatic Marketing briefly. (7)

Q5) Write Short Notes (Attempt any 3) (15)

- 1) Traditional Vs Digital Media.
- 2) SEO.
- 3) CRABS in Email Marketing.
- 4) Content Writing.
- 5) Cyber ethics.

[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. Illustrate your answers with examples.

Q1. Case Study

Sting Energy Drink is a carbonated energy drink from PepsiCo International and produced by Rockstar Inc which contains 0.03% caffeine, a boosting drink for caffeine lovers. It was launched in the market at a much lower price than the well-renowned energy drink, Red Bull. It was launched in three different flavors which increased its weightage in the market and helped PepsiCo to retain its customers in the energy drinks market. But Sting did wonders in marketing their product. They put some simply amazing concepts in advertisements like get yourself a drink and you are energized enough to charge a car, well that's an impossible task but they struck the right chord. This led to towering growth in their sales. The sugar content in Sting is lower than many beverages in this segment. The brand is pegging itself in a much bigger segment of affordable energy drinks. Sting energy drink is now available at Rs 20 for a 250 ml bottle and Rs 30 for a 250 ml can.

Answer the following

- a. What is the basis of brand positioning? Which positioning has Sting Energy Drink used to create a global brand image? Give reason. (08)
- b. As a part of the brand management team, suggest **any four** Integrated Marketing Communication (IMC) tools. (07)

Q2. Answer the following

- a. State the importance of branding to consumers and firms. (08)
 - b. Summarize various types of brand elements used by brand manager. (07)
- OR
- c. Explain the Brand Value Chain model with a suitable example. (08)
 - d. State the advantages and disadvantages of global branding. (07)

Q3. Answer the following

- a. Distinguish between experiential marketing, one to one marketing and permission marketing. (08)
 - b. Explain various ways to leverage secondary brand association to build brand equity. (07)
- OR
- c. Suggest the various benefits a brand ambassador provides to manage brand in the age of contemporary scenario. (08)
 - d. Explain the Customer Based Brand Equity Model (CBBE) with example. (07)

Q4. Answer the following

- a. Explain qualitative research techniques in brief used for brand management. (08)
 - b. When brand partnership takes place, state the benefits towards managing brands. (07)
- OR**
- c. What is brand repositioning? State the reasons for which brand repositioning takes place. (08)
 - d. How cause marketing has helped brand manager to manage brand. State the advantages of cause marketing. (07)

Q5. Write Short Notes on (Any THREE)

- a. Scope of branding.
- b. Direct and indirect channels.
- c. Brand awareness pyramid.
- d. Online brand promotions.
- e. Green marketing.

Time: 2:30 hours

Marks: 75

Instructions: All questions are compulsory.

Give examples wherever its necessary.

Q1 Case Study

Q1 A Prepare a concept note and explain the different production stages involved in directing a "Dance Reality Show" for a National channel (15 marks)

OR

B Prepare a concept note for daily soap based on comedy genre. Explain different stages of production involved (15 marks)

Q2 A Explain the impact of Indian culture on Indian television (8 marks)

B Give a detailed note on Ethical issues in TV journalism (7 marks)

OR

C Discuss the techniques & skills required for conducting Interviews for TV News. (8 marks)

D Explain how Gestalt Theory is implemented in TV Programs (7 marks)

Q3 A What are the different types of Audience Segmentation? (8 marks)

B What's is breaking News? Discuss the importance of breaking news. (7 marks)

OR

C. Discuss the process of News Packaging in Television Industry (8 marks)

D Elaborate on the significance of VFX and Sound in TV Programming (7 marks)

Q4 A Explain the various Formats/Types of TV Programs and elaborate with Suitable Examples (15 marks)

OR

B Discuss in detail electronic news gathering in today's digital era. (15 marks)

Q5. Short Notes (Any 3) (15 marks)

1. Talk show
2. News anchor
3. TRP
4. NCCS grid
5. Live telecast of sports

2.5 hrs

Marks: 75

N.B.

1. All Questions are compulsory.
2. Mention the question number properly and neatly
3. Answer the questions in the sequence given in the question paper

1. CASE STUDY:

The rural market is an attractive market for the beverage market. Mogu Mogu is an International Fruit Drink. They want to make use of this large market to set a base in India.

15

Questions:

- a. Describe the media platforms that will be used to promote the product 8
- b. What are the challenges that will be faced by the product while marketing in rural India 7

2. Answer the following:
 - a. Discuss the evolution of rural marketing in India 8
 - b. Discuss the various platforms for marketing of agricultural produce in India 7

OR

 - c. Explain various types of Segmentation. Elaborate on how effective segmentation can be done in the context of Rural markets. 8
 - d. Describe the specific Product strategies, which can be employed to develop or modify the products to target the rural market. 7

3. Answer the following
 - a. Explain the pricing strategies that are adopted by the marketers in rural India. 8
 - b. Write a short note Role of Agriculture in the economic development of India 7

OR

 - c. Discuss with example the distribution strategies formulated for the rural category 8
 - d. Differentiate between Rural vs Urban marketing 7

4. Answer the following
 - a. Discuss the Informal or Folk Media Platforms used for promotions in the rural market 8
 - b. Write a short note on various types of sales promotion strategy for Rural Markets 7

OR

 - c. Discuss the reason for the fast-emerging consumption pattern in rural areas? 8
 - d. Explain with examples various Strategies adopted by various companies to Understanding Rural Consumers 7

5. Explain Any 3 of the following. 15
 - a. 4 A's of Rural Market
 - b. Project HUL Shakti
 - c. Broadcast Media
 - d. E- Choupal
 - e. Cultural sensitivity for rural market

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[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. Illustrate your answers with examples.

Q1. Case Study

3 Idiots- an Iconic Indian Film Directed by Rajkumar Hirani in 2009 was a film based on students and their college endeavors. The film revolves around 3 friends, all aspiring Engineers, who together try to sail through their college life struggles while enjoying it to the fullest. It is through this satirical drama that unpopular yet important issues like peer, parental, and societal pressures were highlighted. Based on the above synopsis answer the following

Answer the following

- a. Product placement:- Choose a product/service that could be advertised in the film 3 idiots based on the above script. Provide reasons for your answer. (05)
- b. Promote the above film using the latest Entertainment media marketing tools such as Cross Promotion, AFP, OOH, Social media, Event and Media sponsorship. (10)

Q2. Answer the following

- a. "The key role of media brands is to entertain". Justify the above statement using any 2 successful media brands as examples. (08)
 - b. Write a detailed note on influencer marketing. (07)
- OR**
- c. Trace the scope and growth of entertainment marketing in India. (08)
 - d. Discuss the various marketing tactics used by TV shows to increase TRP. (07)

Q3. Answer the following

- a. What is Niche TV? Explain the strategies of niche marketing with reference to Sports TV (08)
 - b. Discuss the new trends of Film distribution and consumption in the "Digital Era". (07)
- OR**
- c. Explain the steps involved in creating a social media campaign (08)
 - d. List the different types of radio advertising and explain the merits of radio marketing. (07)

Q4. Answer the following

- a. What are the future trends in Television marketing? (08)
 - b. Explain giving suitable examples the trend of Instagram marketing for the entertainment industry. (07)
- OR**
- c. Describe the basic steps in designing an effective Electronic Press Kit (EPK). (08)
 - d. Discuss any Two successful Radio campaigns used by radio channels. (07)

Q5. Write Short Notes on (Any THREE)

- a. Celebrity Endorsements. (15)
- b. Experiential marketing.
- c. Functions of TV.
- d. 7 Ps of Marketing.
- e. Podcast an upcoming medium of entertainment.

Time: 2 1/2 hours

Marks: 75

Instructions:

1. Figures to the right indicate full marks.
2. Draw suitable diagrams wherever necessary.
3. Illustrate your answers with suitable examples.

Q1. Case Study

Future brands designed a detailed wardrobe study for Biba. It brought us a lot of insights on how women view ethnic wear category. How are their wardrobes reflecting their choices, preferences? In addition to hard data, they also discovered the emotional relationship women have with their clothes; the rituals of dressing; their process of negotiating social decorum and personal need for articulacy in their clothing choices. It showed that there was a clear gap in formal wear portfolio. Women were buying a lot of Biba garments, but the large part of their wallet was going in formal/ festive wear. This was completely missing in Biba's portfolio. We came back with Biba by Rohit Bal, today if you walk into a Biba store, you will see a large collection of festive wear.

Biba saw that women viewed this category as an opportunity to express their personal sense of fashion, style, glamour. Biba's role in consumer's life is to help them 'shine on their own silver screens.' Biba started seeing salwar kameez as a large canvas on which women could express and experience different fashions, fabrics, embroideries. Today Biba is bold, fearless, trend-setting, stylish and effortless.

Answer the following:

- A. Highlight various factor influencing women consumers that adopted Biba stores to sustain strong in Indian retail market. (08)
- B. How does Biba store manage communication for its retail store offering? Justify your answer. (07)

Q2. Answer the following

- A. Bring out the classification of retail format with reference to forms of ownership. (08)
 - B. How are graphics used in retail stores? State its advantages and disadvantages. (07)
- OR**
- C. Explain the term retail merchandise. Highlight the various types of merchandise kept at the retail store in brief. (08)
 - D. "Jo Dikhta Hai, Wohi Bikta Hai". State the objectives of visual merchandising in retail business with relation to the popular saying. (07)

Q3. Answer the following

- A. What is Barcoding? How does barcoding benefit retail in its operations? (08)
- B. Discuss assortment management. Elaborate the assortment planning process in brief with special reference to Westside store. (07)

OR

- C. Bring out various objectives of non-store retail merchandising. (08)
- D. Explain the various factors that affect retail strategies. (07)

Q4. Answer the following

- A. State the advantages and disadvantages of selecting merchandise for departmental store named Tata Croma. (08)
- B. State the co-relation between product positioning and visual merchandising in retail store. (07)

OR

- C. Demonstrate various pricing strategies used by a retailer. (08)

D. Explain the various factors responsible for the growth of organized retailing in India. (07)
Justify your answer with examples.

Q5. Write Short Notes on (Any THREE)

(15)

- A. Significance of retailing.
- B. Marketing communication mix.
- C. Planograms.
- D. Types of retail analytics.
- E. Signage.

(2.5 Hours)

[Total Marks: 75]

N. B:

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

Q1) CASE STUDY: -

(15)

Create a Media Plan for Tata Altroz Racer Cars in the price range of Rs. 10.00 – 16.99 Lakhs. The schedule will last for two months. The advertisements are in colour. The budget for the print campaign is Rs 3 crores (3,00,00,000).

Size: Magazine: - Single and/or double spread Newspaper: - Half page

Use the rate card given below:

Dailies	Readership (000's)	Rate (in sq cm)	Magazine	Readership (000's)	Rate (Full Page Colour)
The Times of India	8221	4640	India Today(W)	6290	6,80,000
Indian Express	111	1659	Business World (W)	750	3,75,000
The Economic Times	1290	2850	Outlook (W)	2281	3,90,000
Dainik Bhaskar	16239	2669	Dalal Street Investment Journal (F)	500	3,50,000
The Hindu	3670	1840	Express Hospitality (F)	105	1,50,000
Eenadu (Telugu)	1790	351	Money Today (F)	2202	2,22,000
Dainik Jagran (Hindi)	22345	2050	Reader's Digest (M)	505	2,40,000
Punjab Kesari	4427	330	Sport Star (W)	1125	1,20,000
Mathrubhumi (Malayalam)	6440	855	The Week (W)	1219	2,75,000
Rajasthan Patrika (Hindi)	1770	972	Femina (W)	1041	2,60,000

Quarter Page size equals 400 sq cm [25 cm(h) X 16 cm(w)]

Q.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

Q2) A) 1)

	Media 1	Media 2
Reach	40	30
Frequency	12	10
Average Exposure cost	35000	55000
Budget	5,50,000	6,00,000

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Find the % TA, GRP and CPRP for Media 1 and Media 2. (8)
OR

Q2) A) 2) Answer the following: -
30,000 people see an advertisement 5 times, 50,000 people see an advertisement 3 times, and 20,000 people see an advertisement 5 times. Total cost of advertising is 90,000, Universe is 1,50,000. Find the reach %, GVT & CPT. (8)

Q2) B) Find the average frequency of the advertisement in the magazine using the data given below: (7)
Readership of Magazine A= 35,000, Magazine B= 20,000, Magazine C= 55,000
Duplication of Magazine A with Magazine C = 3000
Duplication of Magazine B with Magazine A = 2000
Duplication of Magazine C with Magazine B = 4000
No of insertion of Magazine A=3, Magazine B=6, Magazine C=5.

OR

Q2) C) Write a detailed note on media planning process. (15)

Q3) A) Explain the following concepts: CPRP, Reach, Split run, TRP (8)

Q3) B) What are the challenges in Media planning. (7)

OR

Q3) C) Explain the different Media Scheduling Strategies. (8)

Q3) D) What are the factors affecting the choice of a Media Mix. (7)

Q4) A) Explain Digital Sales Funnel in brief. (8)

Q4) B) Explain Programmatic Buying and [DSP (Demand side platform) (7)

OR

Q 4) C) Explain six successful negotiation Strategies in brief. (8)

Q 4) D) Write a short note on Media Brief (7)

Q5) Write Short Notes (Attempt any 3) (15)

- a) NCCS Grid
- b) Audit Bureau of Circulation
- c) Transit Advertising
- d) Media Audit
- e) Affiliate network

2 ½ Hours

Total Marks : 75

INSTRUCTIONS:

1. Q1 is compulsory.
2. Q2 to Q5 have options within questions.
3. Draw a neat diagram along with examples wherever applicable.

Q1. Case Study**Protinex- Serving Nutrition for more than 65 years.**

Protinex has consistently been delivering protein nutrition to its customers and is well known for its reliability. Having a reputation of providing good optimal nutrition, and ensuring the all-round development of people, it now wishes to relaunch itself by introducing different flavors in attractive packaging.

- a Analyze the situation and suggest various consumer-oriented sales promotion techniques the brand could apply while relaunching. (05)
- b Conduct a SWOT analysis for Protinex. (05)
- c Design a viral marketing campaign for launching new flavors of the protein shake. (05)

Q2. Answer the following

- a Discuss the various challenges faced in implementing sales promotion. (08)
 - b Explain Push & Pull strategies? Discuss which strategy suits best for Dominos as a brand in India. (07)
- OR**
- c Discuss the factors leading to increase in sales promotion activities. (08)
 - d Explain in detail any 3 psychological theories used by marketers during the sales promotion activities. (07)

Q3. Answer the following

- a Discuss the various Trade oriented sales promotion techniques that are used to influence retailers and traders. (08)
 - b Elaborate on the various short-term effects of sales promotion? (07)
- OR**
- c Discuss the role of media and timing in the success of a sales promotion campaign. (08)
 - d Explain the different strategies adopted for budgeting of sales promotion. (07)

Q4. Answer the following

- a "Big data- the secret weapon behind loyalty programs." Discuss. (08)
- b How can gamification drive towards customer loyalty programs? Support your answer with industry examples. (07)
- OR**
- c Design a sales promotion campaign for an upcoming brand of Holiday Club. Mention the target audience, positioning strategy & loyalty programs the club could use. (15)

Q5. Write Short Notes on (Any 3)

- a CFB v/s Non-CFB (15)
- b Influence of sales promotion on customer purchase.
- c Sales meetings and Training.
- d IMC Tools.
- e Sales Promotion Traps

[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. Illustrate your answers with examples

Q1. SPHINX LLP is planning to introduce two products a *VR headset* and a *digital watch* in the international markets. The company has reached out to an ad agency and requested their guidance as to which market is targeted 15

Group A- USA, UK, France, Germany
Group B-Japan, China, Brazil, South Korea
Group C: Saudi Arabia, Qatar, Bahrain, and Qatar (Except for Dubai and Abu Dhabi)

- 1: Choose any **one product**
2. Select any **two countries** from any of the three groups of country. The two countries cannot be from the same group

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

Q2. a How has Liberalization and globalization affected advertising world in the last three decades? 8

b Explain the role of women in advertising? 7
OR

c Discuss in detail the role portrayed by elderly people in media. 8

d Explain briefly how political factors affect the organizations in international business? 7

Q3. a. Explain the consequences of liberalization in context of employment? 8

b. How do controversial Advertising impact the society? 7
OR

c. What is financial marketing. Describe the role of financial advertising in Indian society. 8

d. 'Digital platforms have changed the way content is created for advertisements.' Elaborate the statement with examples. 7

Q4. a. A recent survey conducted on the dietary habits of the children revealed that over 50% of them consume excessive amount of junk food, which puts them at a risk of developing lifestyle diseases, like obesity and diabetes. To address this issue a social marketing campaign is to be developed using interactive media and educational program to promote healthy eating habits among children. Develop a social marketing campaign 15

OR

b Plastic waste is a growing environmental concern as it poses a significant threat to our oceans, marine lines and planet's ecosystem. Develop a social marketing Campaign using Internet 15

- Q5. Short Notes (Any 3 out of 5)
- a. Political Advertising
 - b. Industrial Advertising
 - c. Retail Advertising
 - d. Effect of advertising on children
 - e. Consumer Advertising
-