

B-5288

M. B. A. / M. B. A. (MM) (Third Semester)
Examination, March, 2017

Paper : MS-211/MM-205

ADVERTISING and BRAND MANAGEMENT

Paper : MS-211/MM-205

Time Allowed : Three hours

Maximum Marks : 70

Note : Attempt all five questions. One question from each unit is compulsory. All questions carry equal marks.

Unit-I

1. "Advertising alone almost never sells a product or service." Discuss this statement with examples.

B-5288

PTO

Or

Explain in detail the role of advertising in Indian economic and social development.

Unit-II

2. What is Marketing Communication Programme? Do you think integrated marketing communication can be more effective than conventional approaches to communicate with consumers? <http://www.rdvvonline.com>

Or

Elaborate the objectives of Advertising Planning. What factors should be taken into consideration while determining the advertising budget?

Unit-III

3. "Media planning involves a trade off between reach and frequency." Discuss the statement and mention suitable examples when one or the other should get more emphasis.

Or

You are the brand manager in a consumer durable company. Most advertising of the company's brands is done on TV. Discuss the advantages of using a media-buying agency.

B-5288

Unit-IV

4. Explain Global Standards that can be associated with agency functioning.

Or

How can an advertisement agency be formed? What factors should be kept by it for survival?

Unit-V

5. What is a Brand? Discuss with examples what it represents and communicates?

Or

What do you understand by Brand Personality? What techniques advertisers use to create a brand personality?

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