



MB 19 B

Third Year M.B.A. Examination, July 2010
Elective – Group-B-ADVANCED MARKETING MANAGEMENT – III
(Course-19B) – Advertising Management

Time : 3 Hours

Max. Marks : 75

SECTION – A

1. Answer **any five** sub questions. **Each** sub-question carries **2** marks : **(5×2=10)**

- a) What is personal selling ?
- b) What is counter advertising ?
- c) What is market analysis ?
- d) What do you understand by advertising budget ?
- e) Define Mural.
- f) What are advertising codes of ethics ?
- g) What is an economic institution ?

SECTION – B

Answer **any two** questions. **Each** question carries **10** marks : **(2×10=20)**

- 2. What is advertising industry ? Write a brief account of growth of advertising industry.
- 3. What is market research ? Explain in detail the marketing research procedure.
- 4. What are non-media advertising ? What are its merits and demerits ? Is it fully exploited ?
- 5. Write a brief profile of MARG AND LINTHAS MUDRA advertising agencies.

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SECTION – C

Answer question No. **10 (compulsory)** and **any two** of the following. **Each** question carries **15** marks : **(3×15=45)**

6. What is the position of advertising in a free economy ? Can you control advertising by economic means ?
7. A Bangalore based soft drink company has proposed to launch a new variant of soft drink. As an advertising consultant how do you develop an advertising campaigning strategy ?
8. What do you mean by ad effectiveness ? Why is ad effectiveness measurement done and what is exactly done ?
9. What is the need of regulating advertisement ? Explain the different ways of regulating advertisement in India.
10. **CASE STUDY :**

Close-Up ranked No. 5 in A and M's Top Brand Survey of 1997, Three ranks below its arch-rival Colgate. By 1999, Close-Up was No. 15. Since its introduction in the Indian market in 1975, Close-Up has been the closest challenger to Colgate, which is the top brand in this category. According to Hindustan Lever Ltd, the marketers of Close-Up, the typical consumer had no qualms about not keeping germs at bay during the night but rather cared more about fresh breath in the morning.

The advertising agency, Lintas, has played on bad breath scare and targeted a typical college student who would be motivated by what brushing did to his social acceptance. It was hoped that once Close-Up entered homes, older consumers would also start using it and discard Colgate. To counter Colgate's famed Suraksha Chakra, Close-Up released ads asking consumers to do the "hah-hah" test to check the freshness of breath. The focus was on communicating the key benefit "fighting bad breath".



The intimacy between couples, portrayed in Close-Up commercials, was seen as disturbing the Indian mother's sensibilities and hence the ads focused on the gregarious couple, as this group-oriented closeness was seen to be more acceptable to mothers, who are the actual buyers of household toiletries.

Both Colgate and HLL introduced line extensions of their brand, improved packaging and did aggressive promotions. Close-Up has been strong in the South. It has been quite weak in the East. In West Bengal, HLL roped in popular singer Anjan Dutt to reach out to the old and young alike.

QUESTIONS :

- 1) Analyse the case and determine which promotion strategy, 'pull' or 'push' would be appropriate.
 - 2) Suggest two 'pull' promotions for Close-Up to load the trade. Why do you think these promotions would be successful ?
 - 3) Develop a sales promotion design for Close-Up.
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