

Question Paper Set of

T.Y.B.M.M. – Sem-V

Regular Exam

University of Mumbai

November, 2019

(2½ Hours)

(Total Marks : 75)

Please check whether you have got the right question paper.

- N.B.: 1) All questions are compulsory.
2) Figures to the right indicate full marks.

1. What challenges and socio cultural factors you will consider while developing International Advertising Strategy with reference to the two countries selected by you to promote the following : (15)

- a) Indian Herbal tea joints
- b) Indian Yoga and Meditation Centre

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, RUSSIA, GERMANY

Group B : JAPAN, CHINA, BRAZIL, SOUTH KOREA.

Group C : SAUDI ARABIA, QATAR, BAHARIN.

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

2. Answer the following :
- a) Do you think the economic policy of liberalization, privatization and globalization has worked for India? Give relevant examples. (08)
 - b) Does advertising exploit women in a demeaning way? Comment with examples. (07)
- OR**
- c) Define digital marketing? Explain the importance of digital marketing in contemporary market with examples. (08)
 - d) Discuss the impact of advertising on children with examples? (07)

3. Answer the following :
- a) "Advertising has become an agent of Social Change." Elucidate. (08)
 - b) Explain political advertisement in context to Indian Elections of 2019. (07)
- OR**
- c) Discuss the difference between B-TO-B advertisements and Industrial advertisements. Explain giving relevant examples. (08)
 - d) Can advertising change the way we live completely? Justify your answer with relevance to Popular culture and advertisement. (07)

4. Create a Social Marketing Campaign on : (15)
- 1) Awareness about importance of Mental Health.

OR

- 2) Spread awareness about tree plantation.

5. Write short notes on (Any Three) : (15)

- a) Advertising to senior citizens.
- b) Gender prejudices in Advertising.
- c) ASCI.
- d) Self-regulation in Advertising
- e) FEMA.

(2½ Hours)

[Total Marks: 75]

- Note: - (1) All questions are compulsory and carry equal marks
(2) Figures to the right indicate marks
(3) Support answers with examples wherever necessary

Q.1 Multimedia campaign

15

- A** CARAVAN radio with a look & size of a transistor radio is a digital device preloaded with more than five thousand (5000+) Bollywood hits in MP3 format including golden era of Hindi films. The radio device is also capable of playing USB input as an additional collection from your pen drive & an AUX input of conventional audio devices like tape players or mp3 portable mini players. In its new version (Avtaar) it is also preloaded with complete Bhagvad Geeta in enchanting voice of professional reciters making it a fantastic gift to elders & senior citizens as a nostalgic piece. The price of CARAVAN radio is INR 6500.

Brief: The Company wants to highlight the collection of songs as a compact substitute to a bulky collection of CDs, as well as the built in loudspeaker giving the experience of going back to the golden era of radio fans.

Answer the following: -

- | | | |
|---|-----------------------------------------------------------------------------------------|-----------|
| 1 | Prepare a creative brief for making an impact on the target Audience. | 04 |
| 2 | Suggest an appropriate Message strategy. | 02 |
| 3 | Create a print advertisement based on the creative brief (Two advertisements). | 04 |
| 4 | Prepare a 30 sec story board for Television commercial based on the creative brief. | 05 |

OR

- B** Vodafone & Idea the merger company has launched a mobile based safety service by name 'Vodafone Sakhi' for women which includes features such as emergency alerts, emergency balance & private number recharge. The safety features will be available to women customers using Vodafone pre-paid services across the country. The service works across smartphones and feature-phones even without any balance or mobile internet.

Among the mobile phone users, most women have access to only feature-phones and basic mobile phones. Vodafone claims that with 'Vodafone Sakhi,' the real problem of women working late hours & compromising safety can be addressed. This unique, free of cost service will make it convenient for women to step out fearlessly and fulfil their aspirations.

Brief: Vodafone Sakhi is a small step to give women the confidence to step out fearlessly and live their dreams with a trusted solution at hand.

Answer the following: -

- | | | |
|---|-----------------------------------------------------------------------------------------|-----------|
| 1 | Prepare a creative brief for making an impact on the target Audience. | 04 |
| 2 | Suggest an appropriate Message strategy. | 02 |
| 3 | Create a print advertisement based on the creative brief (Two advertisements). | 04 |
| 4 | Prepare a 30 sec story board for Television commercial based on the creative brief. | 05 |

- Q.2 A What are the principles of copy writing? 08
B Write a **Radio Spot** of 30 sec duration to promote Parle-G biscuits filled with the goodness of milk. 07
- OR
- C Differentiate between Right Brain thinking and Left Brain thinking. 08
D Write a **direct mailer** to existing customers for announcing a 'Lifetime Add-on family member offer' for 'Everfit Spa', the biggest and most well equipped fitness & spa in Mumbai, specializing in weight loss and gain programs, body toning, Aerobics studio, special cardio workout, Dietician, and body building and body fitness. 07
- Q.3 A Explain various types of slogans in advertising copy. 08
B Make an **outdoor poster** on Flipkart sale on 'Big Billion day' offering huge discounts on clothing, footwear and accessories for all. 07
- OR
- C Explain the use of Humor appeal in advertisement using a recent TVC advertising. 08
D Write an **Email** copy for promoting Kerala Tourism. Kerala a state on India's tropical Malabar Coast, has nearly 600km of Arabian Sea shoreline. It's known for its palm-lined beaches and backwaters, a network of canals. Inland are the Western Ghats, mountains whose slopes support tea, coffee and spice plantations as well as wildlife. National parks like Eravikulam and Periyar, plus Wayanad and other sanctuaries, are home to elephants, langur monkeys and tigers. 07
- Q.4 A Explain the role of Heuristics and assumptions in creative thinking. 08
B What essential factors are to be considered while writing copy for senior citizens? 07
- OR
- C Write brief note on the Big Idea in the development of creative strategy. 08
D Write a **classified** ad for Khushi Resort keeping in mind the three consecutive holidays in November & a travel time of 2 hours from Mumbai. 07
- Q.5 Answer **any three** of the following 15
- 1) Write a note on writing copy for youth.
 - 2) Explain any four idea generation techniques.
 - 3) Write an SMS copy. The service is 'SWIGGY' promotional offer.
 - 4) Write a note on Transcreativity.
 - 5) Business to business advertising.
-

Duration: 2.30 Hours

Marks:75

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****Q1. a. Explain the following concepts:-**

(06)

- Logo.
- Mix branding.
- User imagery.
- Core identity.
- Brand manager.
- Generic branding

b. Case Study:

With over 4 decades of expertise in the hair industry, Godrej introduced Godrej Professional, the first ever professional hair colour & care range, especially **formulated for Indian hair**. Now the brand wishes to increase its portfolio by launching Godrej **Professional Ayurveda Shampoo**.

Based on the above information answer the following:-

- What line extension strategy would you suggest? Justify your answer. (03)
- Analyze the current brand personality based on Big Five scale. (03)
- Based on the brand personality do you think there is a need for brand ambassador? Justify. (03)

Q2. Answer the following:

- What are the 10 guidelines to build a brand? (07)
 - What is Brand Product Matrix? Illustrate Brand Product Matrix with an example (08)
- OR**
- Explain brand loyalty pyramid. (07)
 - What are the four brand identity perspective? (08)

Q3. Answer the following:

- Explain brand repositioning with suitable examples (07)
 - What are brand building blocks? (08)
- OR**
- Explain Co- branding and its types. (07)
 - Explain Brand Asset Valuator (BAV) model with an example. (08)

Q4. Answer the following:

- What is Brand Leveraging? Explain various types for leveraging a brand? (15)
- OR**
- What is Brand strategy? Explain any three brand strategies. (15)

Q5. Write short note on ANY THREE of the following:-

(15)

- Brand v/s Product
- Brand hierarchy
- Brand association
- Brand building imperative
- Brand awareness.

(2½ Hours)

[Total Marks: 75]

**Note:- All Question are compulsory.
Draw Diagrams and give examples wherever necessary.
Figures to the right indicate full marks.**

Q1 (a) Explain the following concepts.

(5)

1. Enculturation.
2. Self Image.
3. Consumer Ethnocentrism.
4. Observational Learning.
5. Subliminal Advertising.

Q1 (b) Mr.Sandeep Gupta is working as a media professional in Mumbai. He is getting married to Shefali in the next month. Shefali is an investment banker; both of them are planning for their finances and requirements for their future.

1. Mention the various stages of Family Life Cycle & explain the current Family Life Cycle stage they belong to.
2. Give examples of product choices the couple would make in their future stages in life.

(5)

(5)

Q2 (a) Explain message factors (structure and order effect) of communication process. (7)

Q2 (b) Giving relevant advertising examples discuss central and peripheral route to persuasion. (8)

OR

Q2 (c) Write a note on Freudian theory of personality. (7)

Q2 (d) Identify five advertisements on the basis of Maslow's theory of Needs Hierarchy. (8)

Q3(a) Write a note on types of subculture. (7)

Q3(b) Give examples of advertisements that represent Indian core values. Justify your examples. (8)

OR

Q3.(c) Define attitude and explain the various factors influencing attitude formation. (7)

Q3(d) State any 2 existing ad messages & analyze how marketers try to reduce cognitive dissonance of the consumers through the ad. (8)

Q4(a) Discuss the basic model of consumer decision making. Explain how you used the model while choosing to go abroad for a vacation. (15)

OR

Q4(b) Explain how a marketer will use SRI VALS II segmentation to promote a newly launched Entertainment channel offering wide variety of programs. What will be the targeting and positioning strategy used by the company? (15)

Q5. Write Short Notes on any 3. (15)

1. Opinion leader.
 2. Adoption Process
 3. Changing trends in consumer behaviour.
 4. Reference Group
 5. Types of appeals.
-

(2.5 Hours)

[Total Marks: 75]

NB:

- Read the questions carefully before answering
- Figures to the right indicate the full marks
- Give example when necessary

Q.1

Answer the following

Create a Media Plan for the Amazfit Bip lite Smart watch worth Rs. 3999/-. It provides detailed sports tracking for outdoor running, treadmill, walking and cycling and can be connected to phone's GPS to track runs and rides. 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	7805	4110	India Today	2850	520000
The Hindustan Times	4487	2100	Outlook	2281	275000
Lokmat Times	1450	450	Femina	1250	155000
Gujarat Samachar	1642	510	The Week	1219	275000
The Economic Times	1240	2850	Reader's Digest	2321	120000
Mid-day	778	339	Outlook Traveller	3415	265000
Afternoon	570	275	Sarita (Hindi) W	2190	150000
Navbharat times	1850	750	Filmfare	3150	275000
Amar Ujala	17388	2093	Vanitha (F) (Malayalam)	1812	305000
Malayala Manorama	7990	885	India Today (Hindi) (Weekly)	1440	3,14,000

The size of quarter page in a Newspaper is 400 Sq.cm

Q 2

Answer the following:

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]

2.a.1 **Media 1:** Reach = 53 %, Frequency = 9, TPC = 8, 50,000, AEC = 50,000

8

Media 2: Reach = 70%, Frequency = 13, TPC = 8, 70,000, AEC = 55,000

Find the % TA, GRP and CPRP for Media 1 and Media 2

OR

2 a.2 25, 000 people see an advertisement 6 times, 20,000 people see an advertisement 8 times and 16,000 people see an advertisement 5 times. Universe is 1, 60,000. Total cost of advertising is 80,000. Find Reach %, GVT and CPT.

8

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

7

Readership: Magazine A=50,000, Magazine B= 65,000 , Magazine C= 60,000

Duplication of Magazine A, with Magazine C= 9,000,

Duplication of Magazine B, with Magazine A= 7,000,

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

Insertion: Magazine A=5, Magazine B=4, Magazine C=3

OR

c. Discuss the steps involved in Media planning process.

8

d. Explain Earned, Paid and Owned Media.

7

Q 3

Answer the following:

a. Explain the different Scheduling Strategies with diagram.

8

b. What are the advantages and disadvantages of Digital Media?

7

OR

c. Explain the different sources of Media Research.

8

d. Discuss the different forms of Outdoor advertising.

7

Q 4

Answer the following:

a. Explain the six successful strategies in Negotiations.

8

b. What is Media Brief? Explain the various aspects of a good media brief.

7

OR

c. What are the factors affecting choice of Media Mix.

8

d. Explain the responsibilities of Media Buyer.

7

Q 5

Write short notes on **any three** of the following:

15

a. Communication Mix

b. NCCS Grid

c. Transit Advertising

d. Point of Purchase

e. Media Audit
