

Question Paper Set of

T.Y.B.M.M. – Sem-VI

Regular Exam

University of Mumbai

April, 2019

YBmm

[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.

Q.1 a) Discuss the importance of Ethics in journalism in the age of corporate media. Cite relevant examples in the context of sensational journalism and fake news. (15)

OR

b) Has the Indian media compromised the freedom granted by our Constitution? Discuss this, along with the scope of Article 19 (1) (a) and also discuss the reasonable restrictions in clause 2. (15)

Q.2 a) Discuss the law of Defamation in India. Do you think criminal law of Defamation must be removed? (15)

OR

b) Why was the Press Council of India created and what are its limitations? (08)

c) Examine the provisions of the whistle blowers protection Act. (07)

Q.3 a) Discuss the key provisions of the Right to Information Act. (08)

b) Examine the law of Copyright in India in the context of changes brought about by Globalization. (07)

OR

c) Discuss whether the law of obscenity in India needs to be changed. (08)

d) Discuss the provisions of Working Journalist Act. (07)

Q.4 a) What is Right to Privacy? Examine the remedies available to a citizen if his privacy is breached. (15)

OR

b) Discuss with relevant examples the law of Public order in India. (15)

Q.5 Short Notes (Any Three) (15)

- a) Trial by media
- b) Television Debates on News Channels
- c) Registrar of Newspapers of India.
- d) Fake news
- e) Types of Evidence

TyBmm

16/4/2019

Time: 2:30 Hours

Marks: 75

- N.B. : (1) All questions are compulsory.
 (2) Each question is for 15 marks.
 (3) Give suitable examples wherever necessary.
 (4) Figures to the right indicate maximum marks.

Q.1 a) Why is Legal Environment important in any country with respect to Advertising
 Discuss this with reference to:

10

(i) Drugs & Magic Remedies(Objectionable Advertisements) Act

OR

(ii) Emblems & Names (Prevention of Improper Use) Act

b) Being a critique of media is a challenging task; discuss this in the light of:

05

(i) Vance Packard was a man ahead of his times; discuss this in the light of validity &
 morality in Motivation research

OR

(ii) The Beauty Myth as discussed by Naomi Wolf.

Q.2 a) Ethics in any field is essential to enhance professionalism in that field, discuss with
 reference to

08

(i) ASCI

OR

(ii) Advertising to Religious minorities

b) (i) What is the relevance of Cyber Laws today with special reference to
 Section 66(A)?

07

OR

(ii) What do you understand by Contempt of Court? Explain using examples in the media
 context.

Q.3 a) Discuss the importance of standardization for consumers. In this context discuss:

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(i) BIS

OR

(ii) ISO

b) What are Unfair Trade Practices, discuss this with respect to:

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(i) Visual Distortion

OR

(ii) False and misleading comparisons

Q.4 a) List the Non-Government initiatives to protect consumer interest. Explain with
 reference to:

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(i) CERC

OR

(ii) CFBP

b) What are socio economic criticisms of advertising? Explain with reference to:

07

(i) Creating Artificial Needs

OR

(ii) Preying on feelings of inadequacy

Q.5) Write short notes on **any three** of the following:

15

(a) FSSAI

(b) Government Policies & Advertising

(c) Manipulation of advertising research

(d) Social responsibility of Advertising

(e) Surrogate Advertising

18/4/19.

[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 marks.

1. Interim Budget to Narendra Modi's Government is a Political Budget. Do you agree with this statement? Support your argument with the help of announcements made in various sectors in Budget 2019 (15)

2. (a) Explain the functions of Reserve Bank of India in detail. (15)

OR

2. (b) How is NITI Aayog different from Planning Commission? (08)

- (c) How has technology revolutionized the Indian Banking System? (07)

3. (a) Write a summary on 'Saradha Chit Fund' Scam. (08)

- (b) Explain the functions of Stock Exchange in brief. (07)

OR

3. (c) Travel Journalism has become an extremely happening beat in present time. What do you think are the reasons behind this? (15)

4. (a) "Women Magazines don't focus much on serious issues related to women and most of the content is related to fashion and make-up only". What is your opinion about this statement? Compare the content of any two popular women's magazines. (15)

OR

- (b) "Environment Journalism is still at initial stage in India." Give examples to support or reject the opinion (15)

5. Write short notes on any three:- (15)

(a) Nifty and Sensex

(b) Asian Development Bank

(c) Health Magazines

(d) Jan Dhan Yojana

(e) Sports Journalism

25/4/19

Extra

2.5 hrs

Marks: 75

N.B. 1. All Questions are compulsory.

Q1. Case study

SBI Life Insurance is coming up with their brand campaign for promoting their Protection Plans. The mainline thought is 'Mein se Hum' ka Kadam. The thought being self-explanatory in nature implies the step that an individual take from being 'Me' to 'We'. The campaign is targeted to people who have a life event coming up soon E.G. - Marriage, becoming a parent, retirement etc. and thus how the event will change one's approach towards life. Furthermore, communicate to the person that when the decisions and acts shift from 'ME to WE', one needs to also think of life insurance performance.

Questions:

- As a digital marketer explain what are the key advertising objectives to promote this campaign. 15
- How would you use Facebook as a platform to promote the campaign? 5
- How would you use Twitter as a medium to promote the campaign? 5

Q2

- What are the advantages and disadvantages of traditional media? 8
- What are the areas of operation for search engine optimization professionals? 7

OR

- How does Facebook help in promoting business? 8
- What are the factors considered while optimizing keywords? 7

Q3.

- Explain Image Optimisation in detail 8
- What are the roles and responsibilities of good content writer? 7

OR

- Explain in detail some of the most successful campaigns on Facebook. 8
- Mention some of the most popular blog sites today? What care one must take while writing a blog? What steps should be taken to promote a blog? 7

Q4.

- Mention some features of a good website 8
- Explain Search Engine Algorithm 7

OR

- Explain in detail few web analytics tools 8
- What are the steps involved in writing content for mobile? 7

Q5. Short notes on: (any 3)

15

- Benefits of Off Page optimisation
- Copyright Act
- Crawler Based search engine
- Features of LinkedIn
- Mobile marketing

66584

26/4/19

[Time: 2:30 Hours]

[Marks:75]

Please check whether you have got the right question paper.

N.B: 1. Attempt all the questions.

1. Explain **any one** of the following and review the media coverage it has received. (15)
 - a) Yemen War
 - b) Yellow Vest Protest
 - c) Kumbh mela 2019
2. a) Discuss global media's coverage of terrorism. (15)

OR

 - b) What is NWICO? Discuss its need and relevance. (08)
 - c) Discuss the contribution of satellite technology to global journalism. (07)
3. a) Discuss the state of media freedom in China, with special focus on Hong Kong (15)

OR

 - b) Discuss the advantages and disadvantages of parachute journalism. (08)
 - c) Embedded journalism from war zones often come with bias'. Discuss. (07)
4. a) "Al Jazeera has disrupted the established western narrative". Discuss. (15)

OR

 - b) Discuss the state of press freedom in North Korea. (08)
 - c) In President Trump's regime, the US media appears polarized – Do you agree or disagree? Justify your position. (07)
5. Write short notes on **any three**. (15)
 - a) AFP
 - b) Kisha clubs
 - c) CBI controversy
 - d) Embedded Journalism
 - e) Death knock syndrome

[Time: 2½ Hours]

[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.
 3. Support your answer with examples.

Q. 1 Answer **any five** of the following (To be answered in not more than 5 sentences each) **(15)**

- Deforestation
- Global warming
- UDHR
- Domestic & Family Violence Act
- Rural Indebtedness
- National Food Security Act 2013
- MIDC
- Terrorism

Q. 2 a) The goal of sustainable development is to meet the needs of today, without compromising the needs of tomorrow" Evaluate the statement with reference to the need and importance of Sustainable development in the developing countries **(15)**

OR

- b) Explain how CRZ Act has ensured the regulation of activities in the coastal areas. **(08)**
 c) Analyse the various issues of Women's rights with special reference to CEDAW. **(07)**

Q. 3 a) Analyse whether the legislative measure for Prohibition of sale of cigarettes and other tobacco products around educational institutions 2004 has been effective in curbing it. **(15)**

OR

- b) Explain in detail about the whistle blowers protection act 2011. **(08)**
 c) Briefly describe the various agrarian issues in India. **(07)**

Q. 4 a) Discuss the issues and solution for the Insurgency in the North Eastern states of India. Analyse the role of AFSPA in North eastern India. **(15)**

OR

- b) Discuss the various Tribal issues and suggest solutions to it. **(08)**
 c) Describe the role and significance of Special Economic Zone in Maharashtra. **(07)**

Q. 5 Write short notes on **any of the three** of the following: **(15)**

- a) Environmental movements
- b) POCSO
- c) Forest Rights Act
- d) Police Reforms
- e) Naxalism

(2 ½ Hours)

(Total Marks: 75)

Note:-

- 1) All the questions are compulsory.
- 2) Use of Calculator is permitted.
- 3) Cellular phones are not allowed.
- 4) Answer the questions in the sequence given in the question paper

Q. 1 CASE STUDY: -**15**

Create a Media Plan for 'Accu-Chek' a hand held gadget to monitor blood sugar (Diabetes) which can be used at home. The advertisements are in colour. The budget for the print campaign is Rs 3 crores (3, 00, 00,000) and having a schedule that will last for two months.

Size:

Magazine: - Single and/or double spread

Newspaper: - Half page

Use the rate card given below:

Dallies	Readership 000's	Rate (in sq.cm)	Magazine	Readership 000's	Rate (Full Page Colour)
The Times of India	8392	4520	India Today(W)	6290	6,80,000
Indian Express	725	1650	Business World (W)	750	3,75,000
The Economic Times	1378	2750	Outlook (W)	2281	3,90,000
Dainik Bhaskan	17379	2569	Dalal Street Investment Journal (F)	500	3,50,000
The Hindu	3555	1720	Express Hospitality (F)	105	1,50,000
The Deccan Chronicles	1638	1570	Money Today (F)	2202	2,22,000
Mid- Day	785	339	Reader's Digest (M)	505	2,40,000
Punjab Kesari	4427	330	Sport Star (W)	1125	1,20,000
Daily Thanthi	9300	625	Chitralekha (Gujarat) (W)	1550	1,92,500
Dainik Jagran	21244	3132	The Week (W)	1219	2,75,000
Rajasthan Patrika	8400	800	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]

2. (a) (1) Answer the following: -

08

	Media 1	Media 2
Reach	64	52
Frequency	11	15
Average Exposure cost	49500	66400
Budget	5,55,600	6,59,800

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

OR

2. (a) (2) Answer the following:-

08

29,000 people see an advertisement 6 times, 51,000 people see an advertisement 4 times, and 22,000 people see an advertisement 5 times. Total cost of advancing is 96,000. Universe is 1, 56,000. Find the reach %, GVT & CPT.

2. (b) Find the average frequency of the advertisement in the magazine using the data given below:-

07

Readership of Magazine A= 38,000, Magazine B= 28,000, Magazine C= 58,000
Duplication of Magazine A with Magazine B =3300
Duplication of Magazine B with Magazine C =2900
Duplication of Magazine C with Magazine A =4800
No of insertion of Magazine A=3, Magazine B=6, Magazine C=5

OR

2. (c) Explain the media planning process.

15

Q. 3 Answer the following:-

- Various types of sources of Media research
- What are advantages and disadvantages of Radio advertising
- Explain the factors affecting the choice of magazine advertising?
- Write a short note on Media Brief.

08

07

OR

08

07

Q. 4 Answer the following:-

- What are skills required for becoming success Media Planner
- Explain the Process of Negotiation
- What is the role of Media Planner?
- Explain Programmatic buying, Demand side platform and supply side platform

08

07

OR

08

07

Q. 5 Write short notes: -Any 3

15

- 1) Characteristics of Outdoor advertising
- 2) SEO
- 3) Laws of persuasion
- 4) POP Advertising
- 5) BARC

[Time: 2.30 Hours]

[Marks: 75]

Please check whether you have got the right question paper.

N.B:

1. All questions are compulsory
2. Give **suitable** examples and diagrams /figures where necessary
3. Use of **simple** calculator is **permitted**
4. All questions carry **equal** marks

Q1. Prepare a Direct Marketing Plan for **ANY ONE** of the following

a. Bicycle

OR

b. Restaurant

Keeping in mind the following

- i. Product Offering
- ii. Lead Generation
- iii. Database Management
- iv. Methodology or Channels used (e.g. Mailers, Sampling, DRTV etc.)

(15)

Q2. a. Calculate the lifetime value of Ms. Deepika Padukone as on 2014 from the following given data;

(15)

Particulars	2012	2013	2014	2015	2016	2017
Sales	1,05,050	1,35,315	1,86,555	2,03,404	2,32,301	3,01,102
Direct Revenue	7,105	5,207	5,050	1,125	6,200	3,024
Referral	1,045	1,258	1,014	1,059	1,347	1,002
Bad Debts	3,201	955	6,504	4,013	5,007	2,020
Discount	4,020	8,150	5,014	1,020	2,003	1,245
Telemarketing	6,000	10,000	9,000	9,000	8,000	6,000

Note: 1. Figures are in Rupees

2. Rate of Interest on Loan is 10%

OR

b. Define Integrated Marketing Communication (IMC). Explain its various tools.

(07)

c. Write a note on Telemarketing

(08)

Q3. Answer the following

a. A catalogue is an important tool of Direct Marketing. Explain the various types of catalogues

(07)

b. What is Customer Relation Management (CRM)? Explain its features.

(08)

OR

c. Distinguish between Mass Marketing versus Direct Marketing

(07)

d. Explain the various principles of Direct Marketing

(08)

Q4. Answer the following

a. Database in-house or through a bureau. Explain

(07)

b. What is Direct Mail? State its advantages

(08)

OR

- c. How is market segmentation used in Direct Marketing?
- d. What are the various factors for the growth of Direct Marketing in future?

Q5. Write Short Notes on (ANY THREE)

- a. List Vendors
- b. Approaches of Direct Marketing
- c. Cross Selling and Up-selling
- d. Infomercials
- e. Direct Response Print Ad

(2½ Hours)

26/4/19 [Total Marks: 75]

N.B. 1. All Questions are compulsory.

1. CASE STUDY:**15**

Gillette's newest standalone brand, GilletteLabs, which launched in September 2018, is taking a different approach to men's shaving with the debut of its first product, a Rs150 heated razor. The razor will be sold at luxury retailer The Art of Shaving in all 100 locations and online beginning in May. This marks the first time the two Procter & Gamble-owned brands have paired up — Gillette products are typically sold in mass chains like Target and Walmart.

Client's Brief: "Other brands care about doing cost-saving [tactics], but Gillette brings technology and understanding of the consumer together and adds up to a big difference."

- | | |
|--|---|
| a. Outline Communication Plan | 5 |
| b. State the advertising objectives | 4 |
| c. Create an advertising strategy using two IMC tools. | 6 |

2. Answer the following:

- | | |
|--|---|
| a. a. Explain the Frequency and Loyalty program | 8 |
| b. Discuss various stages of client Agency Relationship. What are Factors affecting the Client-Agency relationship | 7 |
| OR | |
| c. Explain how advertising agencies does pitching for gaining new clients? | 8 |
| d. Discuss various sources of Income for an Advertising agency. | 7 |

3. Answer the following:

- | | |
|---|---|
| a. Write a short note on CRM | 8 |
| b. What is consumer oriented sales promotion? | 7 |
| OR | |
| c. Explain the Objectives of trade oriented Sales promotion | 8 |
| d. Explain the Gaps model of Service Quality. | 7 |

4. Answer the following:

- | | |
|---|---|
| a. What are the various Types of Advertising Agencies | 8 |
| b. Discuss Marketing Plan and its various steps. | 7 |
| OR | |
| c. Explain the importance of communication objective. Discuss DAGMAR Model. | 8 |
| d. What are the various functions of an Advertising Agencies | 7 |

5. Write short notes on any three of the following: (any 3)**15**

- | | |
|---|--|
| a. AIDA | |
| b. Role of Account planning in advertising. | |
| c. Business Plan | |
| d. Structure of an Advertising Agency | |
| e. Push and pull strategy | |

25/4/19

2.5 hrs

Marks: 75

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Q1. Case study

SBI Life Insurance is coming up with their brand campaign for promoting their Protection Plans. The mainline thought is 'Mein se Hum' ka Kadam. The thought being self-explanatory in nature implies the step that an individual take from being 'Me' to 'We'. The campaign is targeted to people who have a life event coming up soon E.G. - Marriage, becoming a parent, retirement etc. and thus how the event will change one's approach towards life. Furthermore, communicate to the person that when their decisions and acts shift from 'ME to WE', one needs to also think of life insurance performance.

Questions:

- As a digital marketer explain what are the key advertising objectives to promote this campaign?
- How would you use Facebook as a platform to promote the campaign?
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Q2

- What are the advantages and disadvantages of traditional media?
- What are the areas of operation for search engine optimization professionals?

OR

- How does Facebook help in promoting business?
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- What are the roles and responsibilities of good content writer?

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- Explain Search Engine Algorithm

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- Explain in detail few web analytics tools
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Q5. Short notes on: (any 3)

- Benefits of Off Page optimisation
- Copyright Act
- Crawler Based search engine
- Features of LinkedIn
- Mobile marketing

66584

18/4/19

(2½ Hours)

(Total Marks : 75)

Please check whether you have the right question paper.

- N.B.: 1) All Questions are Compulsory and carry 15 marks.
 2) Internal choices / sub-questions are indicated.
 3) Use of Simple Calculator is allowed. Scientific calculators are not allowed.

1. From the following Income statement and position statement for the year ending 2018, (15)
 calculate the following :

- a) Debt Equity Ratio
 c) Stock to Working Capital ratio
 d) Gross Profit Ratio
 q) Debtors turnover ratio and collection period
 b) Current Ratio
 d) Proprietary Ratio
 e) Net Profit Ratio

Income statement for the year ending 31-12-2018

Particulars	Amount (₹)
Sales	3,42,000
Less : Cost of Goods sold	2,46,850
Gross profit	95,150
Less : Operating expenses	25,150
Net profit	70,000
Less : Taxation	28,000
Net Profit After Tax	42,000

Position statement as on 31-12-2018

Sources of funds	₹	₹	₹
Equity Share Capital			1,28,900
Term Loans			45,000
Total Sources			1,73,900
Application of funds	₹	₹	₹
Fixed assets			84,575
Closing Stock	50,505		
Debtors	64,170		
Bills Receivable	1,800		
Cash	4,800	1,21,275	
Less : Creditors	19,000		
Bills Payable	3,000		
Outstanding expenses	9,950		
		31,950	89,325
Total			1,73,900

OR

65259

TURN OVER

1. State and explain the goals and functions of finance bring out the inter relationship between finance and marketing.
2. From the following data prepare a cash budget for the period April, May and June 2019 :

Month	Miscellaneous Expenses (₹)	Wages (₹)	Purchases (₹)	Sales (₹)
February	28,000	40,000	3,36,000	4,80,000
March	32,000	48,000	4,00,000	5,20,000
April	24,000	32,000	4,16,000	3,20,000
May	48,000	40,000	4,24,000	4,64,000
June	24,000	32,000	3,20,000	3,52,000

Additional Information :

- a) Income from investments ₹20,000 received quarterly in April, July etc.
- b) Out of monthly Wages 25% is paid in arrears next month.
- c) Purchases are paid in the month following the month of supply.
- d) Out of sales, 20% is realised in the month of sales. Balance received in two subsequent months equally.
- e) Cash in hand on 1st April 2019 was ₹20,000.

OR

2. What is working capital? State the factors influencing the determination of working capital.
3. From the following information provided for the second quarter of 2019, prepare Sales budget for the third quarter of 2019 for three products P, Q and R after considering the following information :
 - a) Product P, Q and R were sold during the second quarter at a price of ₹15, ₹18 and ₹16 respectively
 - b) During the third quarter sales quantity of product P is expected to increase by 20 % that Q is expected to decrease by 15% and that of R is expected to increase by 8%.
 - c) During the third quarter it has been decided to increase the selling price of P by 10%. Decrease the Selling price of Q by 10 % and not to change the selling price of R.

Month	Product P in units	Product Q in units	Product R in units
April	10,000	11,000	20,000
May	12,000	10,000	15,000
June	15,000	9,000	10,000

OR

3.
 - a) What factors are considered for the preparation of a film budget?
 - b) Briefly write about the types of Debentures.

4. a) Draw a specimen Break Even chart and mark Break-Even Point, Fixed Cost and Variable Cost angle of incidence. (05)
- b) A company produces and sells 100 units of product A per month at ₹20. each. The variable cost per unit is ₹12 per unit and fixed cost is ₹400 per month. Calculate : (10)

a) P/V Ratio

b) Break-Even Sales in units

c) Break-Even Sales Value

d) Margin of Safety

It is proposed to reduce the selling price by 20%. Find the additional sales required to earn the same profit as before.

OR

4. a) Briefly write about the advantages of Spreadsheets. (07)
- b) State the advantages of term loans. (08)

5. a) A trader has the following balances on 01-01-2019 Cash ₹6,000; creditors ₹3,000; Bills payable ₹1,500; Cash ₹4,000; Outstanding expenses ₹2,000; Bills Receivable ₹4,500. Estimate his gross working capital and net working capital as on that date. (05)

- b) Classify the following costs on the basis of their 'behaviour to change' in volume : (05)

i) Customs duty on raw materials.

ii) Office rent.

iii) Electricity charges.

iv) Over time wages.

v) Manager's salary.

- c) Classify the following on the basis of functions : (05)

i) Carriage outwards.

ii) Repairs to plant and machinery.

iii) Audit fees.

iv) Heating and lighting.

v) Printing and stationery.

OR

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

1) Types of Preference shares.

2) Short term sources of finance.

3) Limitations of ratio analysis.

4) Types of budgets.

5) Importance of Operating Cycle.

Tybm

16/4/2019

Time: 2:30 Hours

Marks: 75

- N.B. : (1) All questions are compulsory.
(2) Each question is for 15 marks.
(3) Give suitable examples wherever necessary.
(4) Figures to the right indicate maximum marks.

Q.1 a) Why is Legal Environment important in any country with respect to Advertising
Discuss this with reference to:

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(i) Drugs & Magic Remedies(Objectionable Advertisements) Act
OR

(ii) Emblems & Names (Prevention of Improper Use) Act

b) Being a critique of media is a challenging task; discuss this in the light of:

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OR

(ii) The Beauty Myth as discussed by Naomi Wolf.

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(ii) Advertising to Religious minorities

b) (i) What is the relevance of Cyber Laws today with special reference to Section 66(A)?

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(ii) What do you understand by Contempt of Court? Explain using examples in the media context.

Q.3 a) Discuss the importance of standardization for consumers. In this context discuss:

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(i) BIS

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(i) Visual Distortion

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Q.4 a) List the Non-Government initiatives to protect consumer interest. Explain with reference to:

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(i) CERC

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b) What are socio economic criticisms of advertising? Explain with reference to:

(i) Creating Artificial Needs

OR

(ii) Preying on feelings of inadequacy

Q.5) Write short notes on **any three** of the following:

(a) FSSAI

(b) Government Policies & Advertising

(c) Manipulation of advertising research

(d) Social responsibility of Advertising

(e) Surrogate Advertising

[Time: 2½ Hours]

[Marks:75]

- N.B: 1. All Questions are compulsory
2. Figures to the right indicates full marks.

1. a) An international sports equipment and accessories brand is trying to widen it's market in India by focusing mainly the youth. Suggest an appropriate research design and sampling method to facilitate their expansion plans. Explain the entire research process 15

OR

b) (i) Design a questionnaire for the launch of "Ola Restrooms" 8
(ii) "Online streaming is eventually killing the single screening theatres" Write a report analyzing the validity of the statement 7
2. a) Define Marketing Research? Point out the need and importance of marketing research 8
b) Explain the various method for conducting Pricing research 7

OR

2. a) What are the various ways to conduct copy research? 8
b) Write a detailed note on product research 7
3. a) Discuss any four methods of attitude measurements. 8
b) What are the various projective technique used in marketing research? 7

OR

3. a) Write a note on physiological testing 8
b) Elaborate Qualitative and Quantitative research with suitable example? 7
4. a) What are the various Pre-testing methods 8
b) Enumerate the role of neuroscience in advertising research 7

OR

4. a) What is Sampling? Elaborate probability sampling method 8
b) Write a detailed note on Branding research 7
5. Explain Any 3 of the following 15
 - a) Hypothesis
 - b) Exploratory research
 - c) Focus group
 - d) Variables
 - e) Post testing
