

Subject Code: MB935/R09

M B A - III Sem Regular & Supplementary Examinations, Apr/May-2014
ADVERTISEMENT AND BRAND MANAGEMENT

Time: 3 hours

Max Marks: 60

Answer any **FIVE** of the following

All questions carry equal marks. **Q.No.8 is compulsory**

1. a) Discuss the changing role of advertising in the developing economy.
b) Write a brief note on various types of advertising along with examples.
2. a) Explain the objectives and functions of advertising department.
b) What is an advertising agency and how is it important for an advertiser?
3. a) How is advertisement budgets prepared? What are the factors affecting the advertisement budget?
b) Write a brief note on i) Advertising Budget Decision models
 ii) Sales response and decay
4. a) Define advertisement media. How is media selected and scheduled?
b) Explain the sources of themes for advertising.
5. a) Discuss various methods of measuring effectiveness of an advertisement.
b) Write brief note on i) Visual Layout
 ii) Production traffic copy
6. a) What is brand equity? Explain the methods for measuring and managing brand equity.
b) What do you understand by brand positioning? Discuss various Positioning strategies with suitable examples.
7. a) Define brand valuation. Evaluate the methods of brand valuation
b) Briefly discuss various branding challenges confronting a brand builder.

8. CASE STUDY:

An advertising agency prepared a number of print advertisements for a new product introduction. The agency agreement called for compensation on a commission basis. At the request of the client, it was agreed to include special effects in the ad. The final ad was to the satisfaction of the client. But the product manager of the company criticized ad executive for its high cost. Further the product manager explained that he misunderstand what aspect of the ad campaign was covered under the commissioned agreement.

The company requested the agency to send a team so that they could spend two days with product manager brainstorming the ideas and developing the framework for their broacher. An accounts executive, public relation person, art in-charge, copy writer was sent by the agency to the clients premises. According to the product manager, it was a great success. Later, after about a week the client received a bill for the above exercise in which the agency has billed on hourly basis. The product manager thought that it would be on project basis.



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Generally, due to the reasons as cited above client/agency relationship gets saddled with problems. Sometimes problem never gets sorted out and termination of relationship is the only answer. Since getting into a new agency is a time consuming process, most clients put up with their agencies.

Some companies evaluate the performance of their agencies on a regular basis. In performance appraisal there must be a ranking system from exceptional to unacceptable. Agency must be given a chance to correct its mistake and termination should be based purely on evaluation basis.

Questions:

- a) Who is responsible for billing procedure?
- b) What steps should have been taken to avoid this situation?
- c) Besides payment, what other factors can cause misunderstanding and fall out of relationship between client and agency?
- d) What criteria should be used to evaluate the agency? Be specific.

