

6836A

6

(b) Advertising Spiral

(c) AIDA model and its relevance

[This question paper contains 6 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 6836A

Unique Paper Code : 61017933

Name of the Paper : Advertising and Brand Management

Name of the Course : Bachelor of Management Studies (BMS), 2023 LOCF

Semester : VI

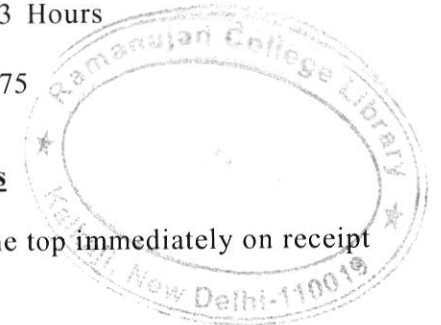
Duration : 3 Hours

Maximum Marks : 75

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempt any **Five** questions.
3. All questions carry equal marks.

1. (i) Your advertising agency has been asked to design an advertisement for a company that sells skateboards. The company aims to target both



habitual skateboarders who have a good idea of what they want and also new users who are beginning to take interest in skateboarding. Which route Peripheral or Central will you use to attract the different types of buyers (habitual users and beginner users)? Discuss in light of the Elaboration Likelihood Model? (7)

(ii) Phillips India is introducing a range of new fitness bands targeted at the youth. It is planning to launch a country wide advertising campaign to sell the fitness bands. Prepare a creative brief for the campaign. (8)

2. (i) Explain the term 'Brand Personality'. Woodland offers an extensive range of footwear, performance apparel and adventure gear. What are the dimensions of the brand personality of Woodland? Who would you choose to be the endorser for the brand and why? (7)

at women. The age group of women targeted is 35 years plus. The multi vitamins will be available in different fruit flavours and are sugar free and can be consumed by women with diabetes. Identify the positioning strategy that you will consider to introduce the product in the market? Suggest the advertising appeal and advertising execution that would be most appropriate to convince the women of the efficacy of the product. (7)

(ii) In order to become a brand with loyal following brands should not be just a name. Instead, brands should have their own story, character, beliefs and identity. In light of the statement, discuss the Kapferer Model of Brand Identity. Elaborate the brand identity of Coca Cola with the help of the Kapferer brand identity model. (8)

6. Write short notes on the following (5x3=15)

(a) Ethics in Advertising

(ii) Tivo is a popular brand of smartphones priced between Rs. 25,000 to 50,000. You have been hired to create a Media Plan for the launch of its latest collection -Tivo X series smartphones. What factors would you consider important in designing the media plan? Detail the steps you will use in creating a Media Plan for Tivo. (8)

3. (i) Describe the elements of a print advertisement with the help of an example. Discuss the principles of layout that should be observed in designing a print advertisement. (7)

(ii) Gilde detergent has enjoyed a market leadership in the laundry category, but of late its stronghold has weakened due to increasing competition in the industry. The company wants to launch a sales promotion campaign to get its excessive inventory moving and to enhance overall sales. Chalk out a sales promotion plan for Glide to recapture its market share. (8)

4. U breathe life is designed to harness the air purification prowess of plants augmented by technology that's driven by the laws of physics. It's conceived with a 5-layer filtration process to make it much more effective. At the same time, its biological filtration covers the entire spectrum of indoor air quality by removing not only particulate pollution but also gaseous and biological contaminants, and improving the O₂ levels. U breathe Life is planning to launch the air purifier range across the country in selected Tier 1 and Tier 2 cities.

(i) Discuss the message strategy you would you choose for the launch. (7)

(ii) While designing an IMC programme for the same which aspect will you pay more attention to- Advertising or Sales Promotion. Explain giving justification for the same. (8)

5. (i) Provit is a pharmaceutical company which is soon to launch multivitamins chewable tablets targeted