

Jagan Institute of Management Studies
End-Term Examination, December, 2016 – January, 2017
Trimester V – PGDM (RM) 2015-17

Sales Promotion & Advertising
ET_RM_SPA_2812

Time: 3 Hrs.

M. Marks: 70

INSTRUCTIONS: Attempt any FIVE questions including Q1 & Q7 which are compulsory.

- Q 1** “It is important for a marketer to reach out to its targeted audience and be heard.” To attain this goal various kinds of media are put under use and brands try out innovative ways to attract users. Highlight the importance of media in marketing communication. List down various kinds of media options available to marketers for advertising and publicity along with merits and demerits of each one of them. Suggest the most appropriate media type/vehicle for the following:
- a) BMW launching its sports series limited edition.
 - b) Zara entering into upscale cosmetics range.
 - c) Pantaloons announcing its end of season sale.
 - d) Supertech builders to invite investors and retailers to buy space in its newly built commercial mall in Noida. **13**
- Q 2** Comment on any **THREE** of the following:
- a) “Advertising Vs PR & Publicity.”
 - b) Unfair trade practices in advertising.
 - c) Facebook, Twitter and other social platforms on internet are quite quick to share information as compared to traditional media options.
 - d) TEN commandments of advertising. **13**
- Q 3**
- a) Why do you think advertising is required for marketing of goods and services? Why do companies spend multiple crores of rupees on advertising even when the product is quite popular and high selling?
 - b) Choose appropriate tagline and brand ambassador for the following new launches
 - i) Bajaj’s newly launched 4 wheeler RE-60.
 - ii) 200 cc bike from TVS.
 - iii) Idea launching its Smart phone.
 - iv) Fairness cream from Ponds.
 - v) Mc Donald launching its new chain of cafe in Delhi. **13**

Q 4 The newly attained success by Patanjali is commendable and worth analyzing. In a very short span of time the organization has grown manifolds and has offered an array of products in the market, which seem to be riding high on the success path. What role do you think advertising and media has played in its journey so far. How would you rate the personality of Baba Ramdev as Patanjali's ambassador? What went the right way for Patanjali in terms of its media campaign and planning? Do you think the current sales pattern for Patanjali would continue in future too? Justify. **13**

Q 5 a) Advertising is a job performed by specialists and experts, therefore the role of ad agencies has become more critical and pivotal in conceiving and executing an ad campaign. Highlight the role and functions of an advertising agency in preparing an advertisement. Who all constitute an advertising agency?

b) Design a bulk sms campaign (sms content) for boosting sales and attracting customers for the following

- i) Tourist and vacation planner for domestic and overseas travel.
- ii) Newly opened Playschool wanting to send sms to parents of children below the age of 3 years for the admission of their ward.

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Q 6 Choosing right media to communicate to your audience is a critical decision and involves strategic thinking. Discuss the reach of various media available to us along with their merits and demerits. What do you understand by scheduling in media? What factors would you consider before selecting the right media design for a brand? What do you understand by copywriting in advertising? **13**

Q 7 XYZ ltd. is in the process of launching three types of products in the market. Each product is meant for different types of consumers and for different purposes. Eventually, due to the physical similarity and appearance of these three products, confusion and generalization can take place amongst the customers, for which they are meant for. Suggest an advertising and media plan that could be used to develop right positioning and targeting strategy focusing on the following areas:

a) Advertising theme for each one of them

b) Advertising Tagline with USP

c) Brand Ambassador and its reasons

d) Suggest a brand name for each:

The products are as follows:

P1—Health supplement for children

P2—Soil nutrient for farmers

P3—Cake mix for bakeries and households.

Note: Physical form of each product is Powder. Color for each product is brown. **18**
