

MBA III Semester Regular & Supplementary Examinations November/December 2016

ADVERTISING & SALES PROMOTION MANAGEMENT

(For students admitted in 2014 & 2015 only)

Time: 3 hours

Max. Marks: 60

PART - A

(Answer the following: (05 X 10 = 50 Marks))

- 1 Explain the communication process. Why does it play such a crucial role in business?
OR
- 2 Explain the elements of the promotional mix. What is the role of the advertising manager in designing a successful promotion strategy?
- 3 What are the main objectives of advertising? Describe the advertising management process.
OR
- 4 Why do companies need advertising agencies? Explain the different functions performed by advertising agencies to a client.
- 5 What is advertising effectiveness? Discuss the methods of research to measure the advertising effectiveness.
OR
- 6 What do you understand by the term advertising budget? Explain the advertising budget making process.
- 7 What are the objectives of sales promotion? Explain the problems or risk involved in sales promotion.
OR
- 8 Discuss the role of sales promotion in the marketing mix. What are the various types of sales promotion techniques?
- 9 Define corporate advertising. Explain the various types of corporate advertising and provide examples.
OR
- 10 Examine the role of personal selling as a tool of direct marketing. Explain why the combination of personal selling and advertising may provide more benefits.

PART - B

(Compulsory question, 01 X 10 = 10 Marks)

- 11 **Case study:**
Marketers are increasingly working with small or specialist agencies to augment, replace or multiply their options. Strawberry Frog's global campaign, 'Spark the rise' for Mahindra & Mahindra and Scarecrow's campaigns for Danone and Nestle are some of the memorable campaigns that were undertaken not by huge ad agencies, but small creative boutiques/otshops whose founders started out on their own after quitting big agencies.

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- 11 These creative hotshops are also encouraged by the success of other small agencies such as Taproot India and creativeland Asia (CLA), as well as an increasing trend among big brands to work with multiple creative agencies, giving smaller agencies a chance to grab big accounts. For example, CLA, a 5-year-old independent agency, has recently rolled out the re-launched avatar of Cinthol, the 60-year-old brand from the Godrej group. Earlier in the year, CLA created a buzz with an integrated campaign – press, television, social media, outdoor, web for luxury carmaker Audi. Law & Kenneth, another agency, handled the rebranding for Hero Moto-Corp after it ended a joint venture with Honda of Japan.

Some experts feel this trend is here to stay. There has also been the trend of project-based mandates to smaller agencies. Increasingly, creative hotshops are sought more for their innovative output and out-of-the-box thinking. Considering the clutter in the marketing space, clients are looking for quick impact, which perhaps a unique project undertaken by a boutique firm can deliver. The market has also changed. A 50-year-old brand cannot depend on the communication strategy it had 30 years ago as consumers and markets are no longer the same.

What matters most for agencies though is delivering results. If the big agencies can break free of their established approaches and provide path-breaking creative ideas, they stand a better chance of retaining their clients, despite the presence of the hotshops, and what's more can offer a wider variety of services under one roof.

Questions:

- (a) Do you think this new form of small creative boutique agencies spell a threat for big agencies? Give reasons for your answers.
- (b) Since most creative hotshops are small, specialist agencies, how effective do you think they can be coming up with an integrated marketing campaign – one that requires a large range of skills and knowhow?
- (c) Do you think boutique agencies are just about 'clutter breaking ideas'. Why do you say this?
