

**Code: 17E00317**

MBA III Semester Regular Examinations November/December 2018

**ADVERTISING & SALES PROMOTION MANAGEMENT**

(For students admitted in 2017 only)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

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**SECTION – A**

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

- 1 “Technology plays a vital role in modern day advertising”. Do you agree? Substantiate with suitable examples.
- OR**
- 2 How will the roles of advertising differ when the product involved is of a retailer and an industrial advertiser?
- 3 Describe the critical role played by a modern advertising agency for any organization with advertising needs.
- OR**
- 4 Do you feel that television advertising in general is informative? Classify and describe various media choices available to an advertiser.
- 5 “While fixing the advertisement expenditure one has to consider several important tasks deciding about budget of expenditure” - Discuss.
- OR**
- 6 Examine why is it necessary to evaluate advertising and brief the different methods of evaluation.
- 7 Identify a sales promotion that has recently been run that you think works to enhance the brand image and one that serves to hurt brand image. Justify your selection.
- OR**
- 8 Explain in detail the stages involved in implementing a sales promotion strategy.
- 9 Why is ethics an indispensable part of the publicity and public relations practice?
- OR**
- 10 Elaborate the concept of public relations and detail its features and growing importance role in marketing.

**PART – B**

(Compulsory question, 01 X 10 = 10 Marks)

**11 Case study:**

Advertisers pour crores of rupees every year into celebrity advertising, where the question arises that is it worth all the money and the headaches of coordinating stars and managing their tantrums. Think of Sachin Tendulkar. He means Pepsi in soft drinks, Boost in malted beverages, MRF in tyres, Fiat Palio in cars, TVS Victor in two-wheelers, Colgate Total in toothpastes, Britannia in biscuits, Visa in credit cards, Airtel in mobile services and Band-aid. Clearly, an overload of brands and categories associated with one star.

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Does it actually help each of the brands? Does the consumer think in categories and slot brands accordingly or is it one big maze of brands and saliency is dependent on recency. Interestingly, while celebrity advertising is big, few agencies actually present celebrity advertising as a solution to client problems. In the advertising world, celebrity advertising is seen as a substitute for 'absence of ideas' – and actually frowned upon. Yet it appears again and again.

There is no doubt that celebrity advertising has its benefits — the four Qs:

**Quick saliency:** It gets cut through because of the star and his attention getting value. Just Dial and Tata Sky has ensured high saliency for its brand with the inclusion of Amitabh Bachchan in its advertising.

**Quick connect:** There needs to be no insight but the communication connects because the star connects. Sachin, Shahrukh ensure an easy connect for Pepsi with the youth.

**Quick shorthand for brand values:** The right star can actually telegraph a brand message fast without elaborate story telling. Kapil Dev and Sachin Tendulkar seem to have done that successfully for Boost in the early '90s. And helped to differentiate it in the malted beverages market.

**Quick means of brand differentiation:** In a category where no brand is using a celebrity, the first that picks one up could use it to differentiate itself in the market. Big Basket did it in the retail market category. And Preity Zinta done all the above four for Perk - connecting with the youth and reinforcing the brand's youthful, spontaneous, energetic values. Hence, the celebrity becomes an addiction for the marketing team. The task to find substitutes becomes more and more difficult. Interestingly, celebrity is a disease that is seen to spread across a marketing department. Once one brand manager gets into it, others tend to follow, not wanting to be left behind! With the surfeit of celebrities on screen and in the newspapers, there are two new drawbacks emerging for celebrity usage.

**Questions:**

- (a) With each celebrity endorsing multiple products and multi brands in a category, do you think the consumer is confused?
- (b) Do you think celebrity endorsement is no longer as credible?
- (c) What are the benefits of representing celebrities in advertisements?

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