

# END TERM EXAMINATION

FOURTH SEMESTER [MBA/B.TECH.-MBA(DD)] MAY JUNE- 2018

Paper Code: MS-214  
BMS-514

Subject: Advertisement and Brand Management

Time : 3 Hours

Maximum Marks :75

**Note: Attempt any five questions. All questions carry equal marks.**

- Q1/ ✓ What role does Integrated Marketing communication plays in the Marketing programme? Discuss the process of Marketing communication
- Q2/ ✓ Select a company of your choice and outline the major components and considerations that you would include in your advertising plan. How would competitive situation affect the development of your plan.
- Q3/ ✓ Discuss the concept of Advertising effectiveness. Elucidate cases for pretesting and post testing of Advertising effectiveness.
- Q4 The refrigerator market got new leases of life after the introduction of no-frost models and the entry of a number of brands in recent times. Godrej, LG and BPL are some of the brands which have come out with campaigns to get into the "consideration set" of the consumer mindset. In 2017 Whirlpool had launched a campaign for its range of frost-free fridges with an appeal different from those of the competitive brands. The advertisement projected Whirlpool as a very dependable brand in social situations avoiding embarrassment in front of hosts. It focused on the capability of the refrigerator to produce ice quickly when it is most needed. You are required.
- (a) To identify the various appeals of refrigerators in the market and comment on the appeal of Whirlpool in particular.
- (b) Discuss the appeal in an conceptual framework and comment on the positive and negative aspects of the appeal.
- Q5/ ✓ Brand is built in the minds of people. Do you agree? Explain this in context to any company tracing its brand building strategies.
- Q6/ ✓ Explain the concept and importance of Brand Equity? Explain various methods of calculating Brand Equity.
- Q7/ ✓ A leading hair oil company plans to enter into the antiseptic skin cream business in completion with the market leader Boroline. Discuss the positioning and Brand building strategies that the company can use.
- Q8 Write short notes on the followings:-
- (a) Role of information in Brand Management
- (b) Role of E-communities in Brand Management