

**BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(END SEMESTER EXAMINATION)**

**CLASS: MBA/IMBA
BRANCH: MANAGEMENT**

**SEMESTER : III/ADD
SESSION : MO/18**

**SUBJECT: MBA3099-ADVERTISING AND MARKETING COMMUNICATION
TIME: 03:00 HRS.**

FULL MARKS: 60

INSTRUCTIONS:

1. The question paper contains 7 questions each of 12 marks and total 84 marks.
 2. Candidates may attempt any 5 questions maximum of 60 marks.
 3. The missing data, if any, may be assumed suitably.
 4. Before attempting the question paper, be sure that you have got the correct question paper.
 5. Tables/Data hand book/Graph paper etc. to be supplied to the candidates in the examination hall.
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- Q.1 You are responsible for designing and execution of an advertising campaign for launch of a low premium Health insurance scheme initiated by the government of your state. The scheme is targeted at low Income group families in urban and rural areas. How will you set the Advertising objective for the campaign using the hierarchy of effects models and DAGMAR? [12]
- Q.2 Analyze the factors affecting the Media Selection for the campaign described at Q1. How you will carry out the Media Scheduling for the campaign? Explain. [12]
- Q.3 Suggest and explain two methods of pretesting and post testing that will be suitable for measuring effectiveness of an advertising campaign for promoting the Annual Clearance Sale of a national level Garment Retail Chain. [12]
- Q.4 Comment on the effectiveness of Self-Regulation in protecting the interest of the various stakeholders of the world of Advertising in India. What course of action can they take against unethical advertising messages in Indian media? [12]
- Q.5 What is a 'Big Idea'? How is it related with the positioning of a Brand? Suggest alternative Big Ideas for the advertising campaign mentioned at Q No 1. [12]
- Q.6(a) Explain any two methods of apportioning the Advertising Budget. [6]
(b) Explain the Structure of an Advertising Agency [6]
- Q.7 Write notes on:
(i) Integrated Marketing Communication [6]
(ii) Significance of Public Relations and Direct Marketing. [6]

*******28.11.18*****M**