

BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(END SEMESTER EXAMINATION MO/22)

CLASS: MBA
BRANCH: MANAGEMENT

SEMESTER : III
SESSION : MO/22

SUBJECT: MT521 ADVERTISING & IMC

TIME: 03 Hours

FULL MARKS: 50

INSTRUCTIONS:

1. The question paper contains 5 questions each of 10 marks and total 50 marks.
 2. Attempt all questions.
 3. The missing data, if any, may be assumed suitably.
 4. Tables/Data handbook/Graph paper etc., if applicable, will be supplied to the candidates
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- Q.1(a) Explain the recent trends in advertising in the country. What do the trends reveal? [5] CO1 BL2
- Q.1(b) Present an outline of the IMC plan for the launch of a range of cosmetics products to be launched all over India by the Reliance group [5] CO1 BL3
- Q.2(a) How will you apply the Hierarchy of Effects of Communication to set the Communication Objective for the campaign. Explain with a suitable example with reference to any response hierarchy model. [5] CO2, CO6 BL3, BL4
- Q.2(b) Outline the research that you may have to undertake to quantify the communication Objective using the principles of DAGMAR [5] CO2, CO6 BL3
- Q.3(a) Recommend suitable creative strategy for the campaign referred at Q1(b) [5] CO4, CO6 BL6
- Q.3(b) Pick up any brand that has been repositioned in recent times. Describe the reasons that you feel lead to this repositioning. [5] CO4 BL3
- Q.4(a) Explain the structure of an Advertising Agency and outline the flow of work in handling a campaign. [5] CO3 BL2
- Q.4(b) What are the factors that you will consider during Media Planning for the Advertising campaign for the situation referred at Q1(b). How will you analyse them. [5] CO5 BL4
- Q.5(a) Evaluate the effectiveness of the ASCI in regulating advertising. [5] CO4 BL5
- Q.5(b) Describe the key issues in any use of any one of the following digital platforms for Marketing Communication [5] CO5 BL4
- a) Search Engines
OR
b) Company's own Website

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