

Roll No.

Total No. of Pages : 03

Total No. of Questions : 15

MBA (2012 & Onward) (Sem.-3)
ADVERTISING MANAGEMENT

Subject Code : MBA-902

Paper ID : [C1197]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. **SECTION-A** contains **SIX** questions carrying **FIVE** marks each and students has to attempt any **FOUR** questions.
2. **SECTIONS-B** consists of **FOUR** Subsections : **Units-I, II, III & IV**. Each Subsection contains **TWO** questions each carrying **EIGHT** marks each and student has to attempt any **ONE** question from each Subsection.
3. **SECTION-C** is **COMPULSORY** and consist of **ONE** Case Study carrying **EIGHT** marks.

SECTION-A

1. Differentiate ATL and BTL promotion activities.
2. What is AIDA Model?
3. What is Surrogated Advertising?
4. Define Big idea in advertising.
5. Write a note on online advertising.
6. Describe copy testing in advertising.

SECTION-B

UNIT-I

7. Define Advertising. Discuss the role of advertising in Marketing Mix with the help of examples.
8. Discuss the ethical issues involved in advertising. What is the role of Advertising Standard Council of India in regulating advertising? Discuss.

UNIT-II

9. Explain the concept of perception. How the understanding of this concept is helpful to advertisers in developing advertisements?
10. What is Media Planning? Discuss the process of media planning with the help of examples.

UNIT-III

11. What is Advertising Appeal? Discuss various types of advertising appeals.
12. Describe Advertising Budget. Discuss methods of preparing advertising budget.

UNIT-IV

13. What is Advertising Effectiveness? Discuss various techniques of measuring advertising effectiveness.
14. Discuss various factors affecting the choice of advertising agency.

SECTION-C

15. Answer the question given at the end of **Case study**

From the point of view of most advertisers, any medium or platform with a base of roughly 300 million individuals ought to translate into serious money being channeled into it in one form of advertising or the other. Yet, mobile marketing in India is still treated as arcanum, continues to attract but a fraction of the advertiser's interest — and an even tinier sliver of his ad budget — and, at best, is growing in fits and starts. If anything, advertiser interest entirely belies the fact that the country has a cell phone base of 300- odd million subscribers; it comes as no surprise then that Sam Balsara, chairman, Madison World, confesses disappointment at the pace of growth of mobile advertising in the country. "From a media professional's perspective, the mobile meets most of the dream parameters — it has reach, it's in-the-face and it's accountable. But the way mobile advertising has panned out over the last two years is below expectations," he said, speaking at the ET Mobile Marketing Summit 2008. Marketers too, it's evident, are nowhere close to allocating fixed budgets for mobile marketing. Cadbury India is one of the largest advertisers on the mobile phone, but the company's executive director - marketing & international business, Sanjay Purohit, said it would be an unlikely scenario where a marketer will put down 5% of his ad budget on mobile — at least for now. "What we are looking for is engaging ideas on the mobile; when we find them we'll advertise. "That, however, does imply that for some time to come, a lot of mobile advertising will be one-offs and idea-dependent, as Balsara points out. One of the fundamental issues

with mobile marketing is the multiplicity of measurement methods and models the world over. Add to this the absence of even a proper definition of what mobile marketing constitutes and the lack of the right standards and advertiser apathy is natural. “Big brands will advertise only if we have a universally accepted measurement model,” said Patrick Parodi, CMO, Amobee, and global board director, Mobile Entertainment Forum, adding that both marketers and media professionals will pay for performance in real time. While Purohit revealed that Cadbury India has still not used the mobile for actually driving sales — for now the company is using mobile advertising more from a branding perspective — Harit Nagpal, marketing & new business director, Vodafone Essar, pointed out that as a service provider, his incentive would be to get paid for performance. “I don’t want to be paid for ‘impressions’ delivered. If the objective of a mobile campaign is to get consumers to test drive a car, rather than getting paid 8 or 10 paise per impression, I’d rather get paid Rs. 500 for every test drive I deliver,” he said, making a case for a performance linked model. “I would want to see the bulk of mobile advertising as being conversion-centric,” he said, adding in the absence of conversion mechanisms, the industry has to fall back on impression-based revenue models, which are less than optimal.

Question :

In the light of above discuss opportunities and challenges of mobile advertising in India.