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Total No. of Pages: 03

Total No. of Questions: 15

**MBA (2012 & Onward) (Sem. – 3)**  
**ADVERTISING MANAGEMENT**

**M Code: 70740**

**Subject Code: MBA-902**

**Paper ID: [C1197]**

**Time: 3 Hrs.**

**Max. Marks: 60**

**INSTRUCTIONS TO CANDIDATES:**

1. SECTION-A contains SIX questions carrying FIVE marks each and student 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 consists of ONE Case Study carrying EIGHT marks.

**SECTION A**

1. Outline role of advertising in India's economic development.
2. Write a note on DAGMAR.
3. What factors should be kept in mind in media scheduling?
4. Identify social aspects of advertising.
5. Highlight different types of advertising appeals.
6. Outline typical organisational structure of an advertising agency.

**SECTION B**

**Unit I**

7. Explain AIDA model of integrated communication, with suitable illustrations.
8. a) Highlight the role of advertising as an element of marketing mix.  
b) Critically examine need for ethics in advertising.

**Unit II**

9. Outline characteristic features of alternative media for advertising used by business organisations.
10. What are attributes of a good media scheduling strategy? Elaborate.

### **Unit III**

11. Identify the factors to be kept in mind while determining the advertising budgets. Elaborate important methods for advertising appropriation.
12. What are the steps involved in building an advertising programme? Explain with illustrations.

### **Unit IV**

13. Outline the various functions performed by advertising agencies. Suggest ways to ensure cordial advertising agency-client relations.
14. Highlight the importance of measuring advertising effectiveness. Describe important techniques of measuring effectiveness of advertisements.

## **SECTION C**

### **15. Read the case study “Escape Store” and answer the related questions**

The boardroom was filled with the voice of Marketing Manager, Ashutosh Kant. He was addressing the meeting of senior managers of Escape, “The last three months were spent by our market research team in finding out the reasons and patterns of sales at stores. Let me emphasize that retail sale is showing growth all over the country and in the process, competition is intensifying. We can no longer afford to sit and relax. Instead, we need to put ourselves fully to retain our market leadership”. Three facts revealed by the survey were particularly disturbing:

1. People found Escape service staff bordering on aggressiveness and not really helpful, as they were never left to browse.
2. Children got bored and hence parents often left the store within minutes after finishing essential shopping. They never browsed or spent leisure time at Escape stores, which could otherwise help promote sales.
3. With many choices available in the market, consumers stopped treating Escape stores as unique and exclusive anymore.

Rehman, an entrepreneur, had set up a garment shop in one of Delhi’s busy market area about 10 years ago. He realized that to attract customers, he must do something new. With this in mind, he chalked out a massive plan to open a chain of stores called Escape. Some major features of his store were:

1. Complete dress range for kids, parents and teenagers.
2. Full accessories for women and men in footwear, purses, jewellery and cosmetics.

3. A play centre, where kids could spend time when the parents shopped.

The stores were opened at two locations in Delhi on an area of 7,000 sq. feet each. Within six months, the shops became popular and the business grew rapidly, and in three years the turnover crossed Rs.6 crore. The promotion plans included advertising in newspapers and through cable operators. The store also conducted festivals, such as children's carnival and valentine special etc., to attract crowds.

Stress on store ambience was high, as Rehman wanted to create an image of a complete shopping experience for the entire family. The sales staff was carefully selected and trained to promote, not push any product and to encourage customers to browse through.

The women's section was given a feminine touch and men's section has polished wood and leather all over. The garments, the accessories and gifts were displayed in large racks and full-length mirrors were placed in multiple places. Sales staff present on all the three floors often advised the customers but never showed around everything. The kid's section included garments, toys, books, and was manned by more staff. Play centre for the kids was a major attraction. The parents could safely leave their children in the place, situated on the ground floor itself. The place had separate sections of toys and books and was supervised by trained staff. The parents, therefore, could leave the children and shop in a relaxed manner. This concept was appreciated by customers and became one of the major attractions for the customers.

The stores were one of a kind in early 1990s and grew rapidly. New sections on books, gifts and handicrafts were launched gradually and at any time the stores had more than 200 categories of products. During this time, the competition started intensifying as three similar ventures were launched in the city. This didn't bother Rehman much, because he felt he had built an image of Escape being the ultimate store. By 1996, Multi-story, one stop stores became the trend in Delhi and many such stores came up.

Last year during the Diwali festival season, the store attracted nearly 40,000 customers in the entire month. This worried Rehman as it was almost 20% less than their estimates. His marketing manager, after long discussions, hired a market research firm to study the buying patterns and preferences of people walking into the store.

### **Questions**

1. What are the major problems and issues in his case?
2. Determine the advertising objects for Escape stores. What message strategy and media would you recommend? What kind of reach and frequency would you suggest?
3. Would you consider placing ads in newspapers, magazines and using billboards? Why or why not?