Communication

8. Explain the principles of advertising. (25 marks)

7. Give out the ethical concerns in an advertisement. (25 marks)

6. Describe the effectiveness of Internet ads in Advertising Medium. (25 marks)

5. Thinks in Advertising

4. Differentiate Visual from Verbal Thinks. (25 marks)

3. Mention the Elements of an Advertisement. (25 marks)

2. How are Advertising Objectives are set? (25 marks)

1. All questions carry equal marks. (25 marks)

answer any FIVE questions out of the following.

PART A — (9 x 6 = 54 marks)

Maximum : 100 marks

TIME: Three hours

ADVERTISING AND SALES PROMOTION

Marketing

Fourth Semester

M.B.A. DEGREE EXAMINATION, JUNE 2014

MBM 4003

Advertising and promotion?

(d) How would you measure the success of your

Ph/Ad campaign?

(e) What sales promotion would you recommend

make it more recoverable? (Media/Package?)

(f) How would you change the image of halls to

Suggest any 2 IMC tools to promote Halls.

Questions:

following Questions:

forward. As the Marketing Consultant answer the

Water-Lamberts efforts did pay off. From a

Water-Lamberts reverted to the original 50 paise price

water mean, most importantly, Water-
PART B — (5 × 10 = 50 marks)
Answer any FIVE questions out of the following.

All questions carry equal marks.

10. Describe the Stages in Advertising Copy Creation.
11. Explain the methods of Pre Testing in advertising.
12. Elaborate the Media planning and Selection in advertising.
13. Discuss the Measures of Media Cost Efficiency.
14. Describe the importance of Advertising in the International Market.
15. Explain the Types of Consumer and Trade Sales Promotion.
16. Elaborate the reasons for the Failure of an Ad Copy.

PART C — (1 × 20 = 20 marks)
Compulsory.

17. Case Study.
In April 2013, Cadbury India's foreign parent acquired Pfizer's interests in the confectionary business for $4.2 billion. That included the Warner - Lambert product portfolio, known best for Halls, Clorets and Chiclets.

The new strategy centers on Halls, a throat lozenge that enjoyed immense popularity in India until some years ago when it was overtaken by Vicks, Polo and now, Chlormint. Historically, Halls has been a strong brand in South and West India. That's probably because, according to research conducted by Warner-Lambert, consumers in the South prefer the menthol flavor, rather than just sweet candy. Cadbury is now planning to aggressively make a dent in the northern and the eastern regions, where awareness levels of the brand Halls have been dismal.

The company is still chalking out its strategies for this, but promotional schemes and heavy advertising will play an important part. But while Cadbury plans to pull out the stops to make Halls a successful brand, it's important to know the irritations caused to the brand in the past. Up until the early 1990's, Halls was one of the leading cough lozenge brands: industry sources say its Brand Awareness was as high as 90 percent. But things went downhill from 1997 onward.

The focus remained on enhancing the brand's visibility - crucial for an impulse purchase category. For this, the company introduced long, vertical dispensers and jars for storing Halls at even Kirana shops. In what may appear to be a contrarian move, it also brought down its advertising spends - from about Rs.18 crore in 1997-98 to Rs.6-7 crore in 2000. But there was a reason: marketing wisdom dictates that it is better to avoid high ad spends on small-