

M. A. DEGREE EXAMINATION, NOVEMBER 2010  
PUBLIC RELATIONS  
FIRST SEMESTER

COURSE : ELECTIVE  
PAPER : ADVERTISING MANAGEMENT  
TIME : 3 HOURS

MAX. MARKS: 100

SECTION – A

Answer all questions in not less than 50 words:

10 x 2 = 20

1. What is mass media? Give two examples.
2. What does a copy writer's job involve?
3. Define a Brand.
4. What is the relevance of brand building in employee communication? Give any two reasons.
5. Amitabh Bachhan or Harry Potter - who is a better endorsement choice for a chocolate brand? Why?
6. Name one grass - root communications advertising campaign.
7. Green campaign in the automobile industry – Is it a good idea or bad idea?
8. What is 360<sup>o</sup> marketing?
9. What is reputation management? Name an instance where it has failed in the last 5 years.
10. Define the probable target market of the mall – Express Avenue.

SECTION – B

Answer any five questions in not less than 250 words:

5 x 8 = 40

11. Name the elements of an advertising brief. How is this document important in helping an agency better understand the unique characteristics of a brand?
12. How can advertising help manage and promote a corporate brand? Explain with Unilever as your example.
13. What is positioning? What are the types of positioning?

14. Ambient media have higher top - of - mind recall value than standard advertising models. Yes or No? Explain with examples.
15. How will you use the principles of marketing strategy to promote Mumbai as a tourist destination?
16. The IT sector is increasingly using corporate social responsibility (C.S.R) to make an impact with the general public. State the reasons for this, and analyse how this trend is permeating all levels of marketing within the IT industry.
17. To promote breast cancer awareness, you and your colleagues at an NGO have to draft an advertorial. State the elements essential for its construction and outline the flow of its contents.

### SECTION – C

**Answer any two questions in not less than 1000 words:**

**2 x 20 = 40**

18. Rural advertisements can help marketing efforts grow more widespread in India. Do you agree or disagree? Illustrate with examples of the FMCG sector.
19. The economic downturn has led to the rise of PR – web and event based marketing against mass based advertising across several industries. Yes or No, what is your opinion? Substantiate with any industry as your example to support your argument.
20. In a market quickly becoming saturated with too many products in the same category, celebrity endorsement helps one brand stand apart from the rest. Support or oppose this statement with adequate examples.
21. Your client is planning to launch a snack bar for kids aged 10 – 16, made up of nuts and fruit pieces. He wants to position the brand as an energy bar as it contains glucose as a base. Name the brand and create the following collaterals for it :
  - i) TV script – 30 secs.
  - ii) Radio scripts – 2 of 15 secs each.
  - iii) Magazine ad – State which magazine
  - iv) A contest poster aimed at making kids more involved with the product.

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