

**SIDDHARTH INSTITUTE OF ENGINEERING & TECHNOLOGY:: PUTTUR
(AUTONOMOUS)**

**MBA II Year I Semester Regular & Supplementary Examinations December-2023
ADVERTISING AND SALES PROMOTION MANAGEMENT**

Time: 3 hours

Max. Marks: 60

SECTION – A

(Answer all Five Units 5 x 10 = 50 Marks)

UNIT-I

- 1 a What are the roles and responsibilities of an advertising manager? CO1 L2 5M
Explain.
- b Elucidate on how the concept of advertisement has changed from ancient to modern times. CO1 L3 5M

OR

- 2 What are the different types of organizational structures suitable for advertising department? CO1 L2 10M

UNIT-II

- 3 a Describe the characteristics of advertising media. CO2 L2 5M
b Explain briefly about print media and broadcast. CO2 L3 5M

OR

- 4 a What are the various methods of pre-testing and post-copy testing of advertising effectiveness? CO2 L1 5M
b What are the various tools to measure the effectiveness of advertising? Explain. CO3 L4 5M

UNIT-III

- 5 a What are the different types of advertising budgets? CO3 L2 5M
b Explain how advertising budget models are effective in maintaining optimal expenditure. CO3 L4 5M

OR

- 6 What are the different ways of formulating an advertising budget? Explain each of them briefly. CO3 L3 10M

UNIT-IV

- 7 a What is the Difference Between Unethical & Ethical Advertising? CO4 L1 5M
b Who determines ethical standards for advertising? Explain. CO4 L1 5M

OR

- 8 Write short notes on: CO4 L1 10M
(a) Cultural sensitivity in advertising
(b) Religious sensitivity in advertising
(c) Racial sensitivity in advertising

UNIT-V

- 9 a What are the promotional strategies designed for middlemen? CO5 L1 5M
b Explain the promotion tools of salesmen. CO5 L3 5M

OR

- 10 What are the major sales promotional tools of consumer goods? Explain in detail of each promotional tool. CO5 L2 10M

SECTION – B
(Compulsory Question)

11

1 x 10 = 10 Marks

Marketers are increasingly working with small or specialist agencies to augment, replace or multiply their options. Strawberry Frog's global campaign, "Spark the rise" for Mahindra & Mahindra and Scarecrow's campaigns for Danone and Nestle are some of the memorable campaigns that were undertaken not by huge ad agencies, but by small creative boutiques/hotshops whose founders started out on their own after quitting big agencies.

These creative hot shops are also encouraged by the success of other small agencies such as Taproot India and Creative Land Asia (CLA), as well as an increasing trend among big brands to work with multiple creative agencies, giving smaller agencies a chance to grab big accounts. For example, CLA, a 5-year-old independent agency, has recently rolled out the re-launched avatar of Cinthol, the 60-year-old brand from the Godrej group. Earlier in the year, CLA created a buzz with an integrated campaign – press, television, social media, outdoor, web for luxury carmaker Audi. Law & Kenneth, another agency, handled the rebranding for Hero Moto-Corp after it ended a joint venture with Honda of Japan.

Some experts feel this trend is here to stay. There has also been a trend of project-based mandates to smaller agencies. Increasingly, creative hot shops are sought more for their innovative output and out-of-the-box thinking. Considering the clutter in the marketing space, clients are looking for quick impact, which perhaps a unique project undertaken by a boutique firm can deliver. The market has also changed. A 50-year-old brand cannot depend on the communication strategy it had 30 years ago as consumers and markets are no longer the same.

What matters most for agencies though is delivering results. If the big agencies can break free of their established approaches and provide path-breaking creative ideas, they stand a better chance of retaining their clients, despite the presence of the hot shops, and what's more can offer a wider variety of services under one roof.

Questions:

- a). Do you think this new form of small creative boutique agencies spell a threat for big agencies? Give reasons for your answers.
- b). Since most creative hot shops are small, specialist agencies, how effective do you think they can be coming up with an integrated marketing campaign – one that requires a large range of skills and know-how.
- c). Do you think boutique agencies are just about "clutter-breaking ideas"? Why do you say this?

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