



SIDDHARTH INSTITUTE OF ENGINEERING & TECHNOLOGY :: PUTTUR
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QUESTION BANK (DESCRIPTIVE)

Subject with Code :ASPM(18MB9026)

Course & Branch: MBA

Year &Sem: II-MBA & III-Sem

Regulation: R18

UNIT-I

1. What are the roles and responsibilities of advertising manager?
2. Discuss the role of advertising in a developing economy?
3. Explain different types of advertisements.
4. It has been said that advertising is an important component of the 'marketing mix' – explain the statement.
5. What is Advertisement? Is it important to companies?
6. What are the objectives and functions of advertising?
7. Describe the duties and functions of advertising manager.
8. What are the different types of organization structures suitable for advertising department?
9. Explain changing concept of advertisement.
10. Write about Consumer, Retail, Institutional, Professional and Industrial advertisements.

UNIT-II

1. What are the roles and functions of Advertising Agency?
2. What are the characteristics of Client Agency relationship?
3. What are the characteristics of an advertising media?
4. Explain the factors influencing in an advertisement media selection for positioning a new product.
5. Write a detailed note on the effective use of words in advertisement.
6. Discuss the merits and demerits of advertising agency.
7. Explain briefly about print media and broadcast.
8. Explain the importance of visual layout and art work in the preparation of advertisement.
9. Describe the various production copy elements of a print advertisement.
10. Discuss the various types of Ad agencies and the steps for the selection of Ad Agency?

UNIT-III

1. Explain some of the common methods of advertisement budgeting, bring out their advantages and limitations.
2. Explain the importance of Budgeting.
3. What are the objectives of Budgeting?
4. What are the post-testing methods of advertising effectiveness? Explain in detail.
5. How do you measure the effectiveness of advertising?
6. What are the experimental designs of advertisement effectiveness? Explain each of them in detail.
7. How pre-testing and pro-testing of a copy is done? Explain.
8. What approaches are used in determining advertising budget? Discuss the advantages and limitations of each method.
9. What are the different ways of formulating advertising budget? Explain each of them briefly.
10. What are the different factors influence to decide the size of Ad budget? Discuss.

UNIT-IV

1. What are the promotional strategies designed for middlemen?
2. Explain different types sales promotional tools and techniques.
3. What are the objectives of Sales promotion? What are the various promotional tools designed for salesmen.
4. Briefly explain the importance of sales promotion.
5. What are the promotional tools and techniques suitable for consumable goods?
6. Highlight the major differences between consumer sales promotion and trade sales promotion.
7. Explain the promotion tools of salesmen.
8. How sales promotion campaigns organized.
9. How do you measure the effect of sales promotions?
10. Highlight the differences between salesmen promotional tools and consumer sales promotional tools.

UNIT-V

1. Write short notes on:-
 - A) Price packs
 - B) Point of purchase
 - C) Sales contests
 - D) Premium
 - E) Samples
2. What are the major sales promotional tools of consumer goods? Explain in detail of each promotional tool.
3. What are the major sales promotional tools of middlemen? Explain in detail of each promotional tool.
4. What are the major sale promotional tools of sales men? Explain in detail of each promotional tool.
5. Explain about samples and point of purchase.
6. Write about the convention, conferences and trade shows.
7. Explain about the sales contests.
8. Write about the displays, demonstrations, exhibitions and fashion shows.
9. Explain the premium, price packs, rebates and lottery gift offers.
10. Explain the specialties and novelties.

Case study 1

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 small creative boutiques/hotshops whose founders started out on their own after quitting big agencies.

These creative hotshops 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 the 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?

Case study 2

Xyz private limited company is a company that produces electronic products and has an established market presence and high revenue turnover. The company is a vertically integrated company with its own manufacturing units and retail outlets. The management of the company decided to enter into medical equipment manufacturing and sales. Since the healthcare sector is gaining momentum in the recent years and the number of private hospitals is rising day by day. The management decided to supply customized operation theatres product to the emerging hospitals. The company decided to organize surgeons' conference as part of its brand development campaign.

Questions:

- a) Discuss the communication strategies required for such new product line.
- b) Discuss the success rate of conference as a communication mechanism

Case study 3

In 2015 the marketing manager of ABC limited was worried about the performance of their leading product; "GEMS brand of Jams". The management was considering whether to change the advertising strategy or not. The market for this brand was declining through overall market for jam was on the increase. Data was gathered and analyzed using consumer panels. It was found that major loss was due to consumers shifting to more exotic taste like mango, two-in-one etc. Other competitors were supplying substitute for jams like butter, Margarine etc. The marketing manager felt that advertisement failed to communicate the nutrition value. He felt this attribute must be included in the advertisement to be released. The company conducted Focus group interview with customers. Participants were asked to evaluate and suggest alternative, which highlighted the comparison between GEM's and other jams. The group presented the following alternatives as a advertisement copy a) GEM'S is only jam which contains vitamin that forms an essential part of the diet. b) Your kids made dislike. Free yourself from anxiety by giving them GEM's. c) ABC limited is a trusted household name the makers of GEMS jam. d) Unlike other substitutes only GEMS is nutritious.

Questions:

- a) Which advertise message do you think is very close to the objectives to be achieved by the company?
- b) Are there any other messages that need to be conveyed to gain the lost market

Case study 4

In 2006 Unilever announced that it was to strengthen its in-house communications planning facilities. The aim was to control campaigns that include a variety of communication tools and media. One of the common reasons excited for this type of moves is that clients pursue a gap between creative thinking and media management, due to internal agencies structural barriers. Getting group based agencies to work together can be difficult because they each have independent profit centres and as a result want to retain is clients work to reflect their own success. Where integration can be seen to work is within media selection, rather than and overall compile. By British Airways designed to encourage customers to use its online check in service was planned on the basis the digital was to be the key medium.

The campaign included television and the press, used to drive wizards to be British Airways website, plus ATMs, outdoor LCD transvision screens, digital escalator panels and online advertising. Each ad used the tagline have you clicked get designed to provide consistency. The campaign also they put into specific lifestyle situations where the core message would resonate more strongly. For example the frustration experienced by people when queuing at railway stations was used to push the message that BA's online check-in could cut out queuing. To do this transvision screens where used to allow people to download information to their mobiles via Bluetooth.

Questions:

- a) What are the effects on its communications agencies by Unilever's decision to take planning in house?
- b) To what extent BA's planning a central aspect of their combined success.
- c) With so many different organizations involved in marketing communications, is truly integrated planning possible?