

TJBAMMC

05th Sem

NOV 2023

[Total Marks: 75]

Time:(2.5 Hours)

NB: 1. Read the questions carefully before answering

2. Figures to the right indicate the full marks

3. Give example when necessary

(Univ. of Mumbai)

Q.1

Answer the following

A CASE STUDY

Aquafina is launching a new campaign to create an affinity between consumers and the brand. Right now, 70% of Indians are walking around dehydrated. They know that they should be drinking more water, but they aren't sure why. And so they turn to other drinks to quench their thirsts, not realizing the extent to which drinking more water can improve their health and make them look and feel better.

With Aquafina Drinking Water, the fact that water is key to healthy living and the need for people to take cognizance of the quality of water they drink.

As a marketing manager at Aquafina, prepare

- Outline the Communication Plan.
- State the advertising objectives.
- Support your advertising strategy using two IMC tools.

B What Is the Role of an Advertising Agency? Discuss various functions and the structure of an advertising Agency

Q 2

Answer the following

- Explain Account planning process
- Describe various Types of Advertising agencies

OR

- Explain GAP Model of Service Quality with the help of a real life Example
- Discuss the role of account planning in advertising

Q 3

Answer the following

- Discuss the contents of a good marketing Plan
- Stages in the client-agency relationship

OR

- Discuss the contents of a good Business Plan
- Discuss any two theory of Entrepreneurship

Q 4

Answer the following

- The Scope and Role of Sales Promotion
- Various types of Trade - oriented sales promotions

OR

- Objectives of Sales Promotion
- Various types of Consumer - oriented sales promotions

Q 5

Write short notes on any three of the following:

- Methods of Equity Financing
- Any two methods of Generating New Idea for Entrepreneurs
- DAGMAR
- Common ways in which advertising agencies generate income
- Pitching

TJ BMMCC

05th Sem (Regular)

NOV, 2023

(Univ. of Mumbai)

Duration: 2.5 Hours

[Total Marks: 75]

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3. Give example when necessary

Q1. CASE STUDY: Multimedia Campaign

15

A. Having been in the Indian market for some time now, Nestle India plans to make a vegan edition of KitKat. With plant-based products becoming a norm for many brands and product categories, KitKat plans to enter the vegan chocolate market in India with a bang! The campaign focuses on benefits of plant based products and the fact that your favourite KitKat will retain the same classic taste.

1. Prepare a creative brief for making an impact on the target audience 4
2. Suggest an appropriate message strategy 2
3. Create a print advertisement based on the creative brief (One advertisement). 4
4. Prepare a 30 sec story board for Television commercial based on the creative brief. 5

OR

B. What started as an on-demand food delivery platform in India in 2014, Swiggy is well on its way to becoming the preferred urban dweller's choice for comprehensive on-demand delivery with Swiggy Instamart. The brand plans to make itself the one-stop-shop for gifting options on festive occasions.

Gifting thus being the main theme of the campaign.

15

1. Prepare a creative brief for making an impact on the target audience. 4
2. Suggest an appropriate message strategy 2
3. Create a print advertisement based on the creative brief (One advertisement) 4
4. Prepare a 30 sec story board for Television commercial based on the creative brief. 5

[Time: 2½ hours]

[Marks:75]

Please check whether you have got the right question paper.

- N.B:
1. Figures to the right indicate full marks.
 2. Draw suitable diagrams wherever necessary.
 3. Illustrate your answers with examples

Q1. (a) Explain the following concepts: -

1. Unaided awareness
2. Brand Association
3. Composite Co- Branding
4. Range Brand
5. Corporate Image
6. Service Brand
Costumes

TJ BMM C

05 Sem

Nov, 2023

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(b) Case Study:

Tibetan and Chinese quick- service restaurant (QSR) chain Wow! Momo has forayed into fast -moving consumer goods sector with its frozen momos. Initially the frozen momos will be available via Big Basket in 10 major cities of India.

On the basis of the above information answer the following:

1. What line extension strategy would you suggest? Justify. (3)
2. Analyze the current brand personality of Wow! Momos using the brand personality scale. (3)
Who would you like to use as a Brand Ambassador based on the Brand Personality and (3)
3. why?

Q2.

- a. What are the four brand identity perspectives (8)
- b. State and briefly explain the various types of Brand-leveraging strategies? (7)

OR

- c. What is Brand revitalizing? Explain with example the ways in which revitalizing can be done. (8)
- d. Describe the various practices that can be used for successful retail branding. (7)

Q3.

- a. Explain various advantages of building a strong brand image? (8)
- b. How can CSR activities be used for Brand Building? (7)

OR

- c. Explain various stages of growth and maturity of brands with a suitable example (8)
- d. What are Brand Building Imperatives (7)

Q4.

- a. Explain the Brand-Asset valuator (BAV) with Power grid. (15)

OR

- b. Elucidate Brand Building Blocks. (8)
- c. Write a note on Corporate Advertising (7)

[Time: 2½ hours]

[Marks:75]

Please check whether you have got the right question paper.

- N.B:
1. Figures to the right indicate full marks.
 2. Draw suitable diagrams wherever necessary.
 3. Illustrate your answers with examples.
 4. Use of simple calculator is allowed.

Q1. Case Study

Prepare a Direct Marketing plan for any one of the following

- a. Dining Table.
- OR
- b. Momos Café.

(15)

Keeping in mind the below mentioned points

1. Product Offering.
2. Lead Generation.
3. Database Management.
4. Methodology and Channels used.

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Q2. Answer the following

a. Calculate the lifetime value of Mr. Fernandez as on 2011 from the following given data.

(15)

Particulars	2011	2012	2013	2014	2015	2016
Commission Paid	-	1,000	-	2,100	1,200	4,000
Discount	9,000	2,000	6,500	3,200	2,300	-
Referrals	8,000	3,000	7,300	1,300	3,400	6,000
Telemarketing	7,000	4,000	8,100	2,600	4,600	8,000
Direct Revenue	6,000	5,000	4,600	1,450	5,100	1,000
Sales	1,00,000	1,05,555	1,86,500	2,10,340	3,22,346	5,55,555

Note: 1. Figures are in Rupees

2. Rate of Interest on Loan is 10%

OR

c. Summarize reasons for the growth of direct marketing in today's scenario.

(08)

d. As a website manager of your college, how will you initiate a web design and development.

(07)

Q3. Answer the following

a. Bring out different payment systems in the E-commerce industry.

(08)

b. Explain various tools of IMC used by direct marketers.

(07)

OR

c. What are the advantages and limitations of E-commerce.

(08)

d. Explain the term payment gateway. Illustrate the process of payment gateway with a suitable example.

(07)

TJ BMM C

05 Sem Nov, 2023

Total marks : 75

Duration: - 2.30 Hrs

Note:- All Questions are compulsory.
Draw Diagrams and give examples wherever necessary.
Figures to the right indicate full marks.

(Univ. of Mumbai)

- Q1. Read the following and answer the questions given below.
Mr. Satish is working as a financial head. He is planning to get married soon to Ms. Rajni who also is an I.T. professional.
- A. Currently in which stage are both these people and are going to move to which stage? Explain their needs in both the stages. 5
- B. What according to you will be their new consumer needs and how as a marketer will you use persuasion to help them decide? 5
- C. What are the various stages in the Family Life Cycle? Explain each stage in brief. 5
- Q2. A Explain the six basic characteristics of Social Class. 8
- Q2. B What are the stages in consumer decision making? Explain in brief. 7
- OR
- Q2. C Giving suitable examples explain the central and peripheral route to persuasion used by advertisers. 8
- Q2. D What are the motives? How are they aroused? 7
- Q3. A Explain the 3 factors that affect the communication process. What is the importance of credibility in the process of communication? 8
- Q3. B What is the role of media in creating stereotypes? 7
- OR
- Q3. C Explain how the concept of classical conditioning can be useful to marketers. 8
- Q3. D Explain Trait theory in detail. 7
- Q4. A. What is meant by opinion leadership? Explain the reasons why opinion leaders have grown in the recent years & the reasons why people become opinion leaders. 15
- OR
- Q4. B What are the Indian Core Values? How have they changed with time? Justify your answer by giving examples from advertisements which represent these values. 15
- Q5. Write short notes on any 3 15
1. Adoption Process
 2. Subliminal Perception
 3. Reference group appeals
 4. Culture and Subculture
 5. Theory of Need Achievement (Trio of Needs)

TJYBAMMC

Time: 2.5 HRS

05 Sem (NOV, 2023)
(Univ. of Mumbai)

Total MARKS: 75

- N.B.: 1. Read the questions carefully before answering
2. Figures to the right indicate the full marks
3. Give example when necessary
4. Calculators are allowed

1. (a) Big news, a 24- hour news channel, wishes to launch a new streaming service across India. The OTT platform would showcase a wide variety of content for viewers of different age groups. As a researcher suggest an appropriate research design, research technique and sampling method to facilitate their plan. 10
- (b) Compute Mean, Median, Mode and Range for the following data. 5
20,23,25,35,40,40,42,50,80.
- OR
- (c) Design a questionnaire to find out the reaction of the youth towards controversial advertising. 8
- (d) "Excessive TV watching leads to obesity among children". Write a report analyzing the validity of the statement. 7
2. Answer the Following:
- (a) Discuss the various methods of conducting product research. 8
- (b) Write a note on the importance of literature review. 7
- OR
- (c) Explain the advantages and disadvantages of Focus Group discussion. 8
- (d) Discuss the nature and scope of marketing research in India. 7
3. Answer the Following:
- (a) Explain the various methods of conducting copy research. 8
- (b) Write a note on pricing research. 7
- OR
- (c) Discuss the types and the significance of secondary data in marketing research. 8
- (d) Mention the guidelines for designing a good questionnaire. 7
4. Answer the Following:
- (a) Discuss projective techniques in detail. 8
- (b) Write a note on probability sampling. 7
- OR
- (c) Discuss various print and broadcast pretesting methods. 8
- (d) Explain different physiological rating scales used in advertising research. 7
5. Explain Any3 of the following. 15
- (a) Hypothesis.
- (b) Survey method.
- (c) Research design.
- (d) Concept testing.
- (e) Measurement scales