

[41009]
M.B.A. DEGREE EXAMINATIONS
FOURTH SEMESTER
SPECIALIZATION: MARKETING MANAGEMENT
Paper -IX: ADVERTISING AND BRAND MANAGEMENT
(W.E.F. 2016-17 Admitted Batch)

Time : 3 Hours

Maximum : 75 Marks

SECTION - A

I. Answer any FIVE questions not exceeding one page each. (5×4=20)

- 1) What is integrated marketing?
- 2) What is creative strategy?
- 3) Explain various functions are performed by an advertising agency?
- 4) What is direct mail?
- 5) Role of own label.
- 6) What is copy writing?
- 7) Internet Advertising
- 8) Write about major branding strategies.

SECTION - B

II. Answer All the questions not exceeding 4 pages each (5×8=40)

1. a) What is Advertising? Elaborate economic, social and ethical aspects in advertising.

(OR)

- b) Highlight the challenges and opportunities prevailing in global retailing.
2. a) What are the different major media types? Explain their merits and demerits.

(OR)

- b) What is layout design? And explain the salient features of layout design.

3. a) Explain the different methods of determining advertising budget along with their merits.

(OR)

- b) Explain the process for evaluating of advertising effectiveness in an organisation.
4. a) What is telemarketing? What are the steps to be taken by telemarketers for effective handling of customer complaints?

(OR)

- b) Explain the significance of international advertising in detail.
5. a) What is Brand Building? Examine the modern challenge of Brand Building through Internet.
- b) Explain the emerging trends in Brand Management in India.

SECTION - C

(1×15=15)

III. Case Study (Compulsory)

Raymond group is the world's largest integrated manufacturer of worsted fabric. It dominates the Rs. 16 billion worsted textile market with 60% market share. The Complete Man theme has been around for more than two decades. Sophistication and Elegance have been the brand's hallmark in terms of its communication strategy. In the textile industry, Raymond's was the first to shift its focus from the product to an individual's personality with its advertising campaign. The initial advertisement started with the slogan 'the guide of the well-dressed male', later the positioning change to 'the complete man'.

Rajeev Agarwal, of Nexus equity created The Complete Man campaign. Raymond's Complete Man stood for Metro sexual, caring, family person who was very different from the way men were portrayed in the 70's and 80s. According to Mrinomy Mukherjee, director-marketing said that was the Angry Young Man era. But the Raymond man was softer and every communication created showed the changes happening around the Alpha male.

Thus the protagonist of Raymond was born sometimes a caring father, at other times a doting husband or a sincere friend and always looking elegant in Raymond suit. Some of the advertising made by Nexus even did away with mandatory product shots in the advertisement and just concentrated on the man and his qualities.

Beside the man, another constant in all remind advertisements since the 90s has been the signature tune playing in the background. The absence of spoken words in the advertisement makes it easier for adoption to local TV channels without translation.

Agarwal says 'The Complete Man' came about because he wanted to create something that could look at the brand over a decade's Horizon and still be relevant. Today the campaign lives on. The ideal word to express the man in the advertisement is 'warm'. Having written the spotlight on the complete man the brand also focus is on the fabric now, hence the tagline- 'Feels Like Heaven's'. Like virtually every brand to day remind is also present on Facebook and uses the platform to connect with its customers. The 87 year old brand does this by either putting a regular styling tip on its page of launching events such as The Raymond Model Hunt contest.

Questions:

- a) Why the brand did portrayed the image of carrying main in the 1970s and 80s when the image of Macho Man was part of the public imagination.
 - b) Discuss the dimensions of Raymond Brand Personality.
 - c) 'Brands are capable of triggering associations in the minds of consumers and these need not be based solely on utilitarian or functional approach'. Discuss with context to Raymond.
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