

VPM's
DR VN BRIMS, Thane
Programme: PGDM (2014-16)
Fourth Trimester (Mktg.) Examination September 2015

Subject	Advertising and Sales Promotion		
Roll No.		Marks	60 Marks
Total No. of Questions	7	Duration	3 Hours
Total No. of printed pages	2	Date	25.09.2015

Note: Q1 is compulsory and solve any FOUR from the remaining SIX questions.

Q1) Answer the questions following the case below:.....20 Marks (Compulsory)

Airtel 4G's Open Challenge: Fast and Furious

Talking about the look of the ad, Agnello Dias, chairman and co-founder, Taproot Dentsu, says, "We went for this aesthetic because we wanted a fresher look; to walk the line between very real and very fresh."

On being asked why the ad only highlights speed and not pricing, he says, "We had to choose one and, over several rounds of discussions, it was felt that speed would be the key differentiator for the launch phase."

While the print leg of the campaign is ongoing, through advertisements in daily newspapers, the main video is available in three cuts, a 100-second for the digital medium and two 65-second spots for TV. Besides, the campaign is also being executed through radio and point-of-sale advertising. The creatives have been executed by Equinox Films.

While the ad gives a tier II town feel with connected rooftops and other visual aspects, it is actually shot in Old Delhi, near Jama Masjid. Manoj Shroff, producer, Equinox Films, says, "We wanted to give it a modern setting, in a quaint sort of place. In fact, the idea was to make it look like a Brazilian town."

The service will be available in 14 circles and 296 towns. The company has also tied up with online marketplace Flipkart to provide an Airtel 4G sim with a 4G phone purchase and with mobile giant Samsung.

Gopal Vittal, MD & CEO, Bharti Airtel, India & South Asia, said on the launch of the service, "At Airtel, the customer is at the heart of everything we do and, therefore, we first opened our 4G network to some of them for their valuable feedback. With the help of the feedback received from the beta launches, we have now built India's first commercial 4G network that will make high-speed mobile broadband a reality."

Vodafone, another major player in the telecom sector, has, meanwhile, halved the rates for its 3G service, post Airtel's 4G announcement. The brand has also released a [commercial](#) for the scheme.

1. What is the type of ad appeal generated in the Airtel commercial?
2. Develop a print ad copy for the same campaign using 'Emotional appeal'?
3. What Sales Promotion tool did Vodafone used to counter competition from Airtel?
4. Suggest some PR tools which can be used for launch and promotion of Airtel '4 G' service.
5. Describe the 'Media plan' of Airtel used in above case.

Attempt Any FOUR from the Remaining SIX Questions

Q2) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Discuss the methods of Pre-campaign evaluation for Advertising Research.
- b) Explain various forms of Sales Promotion tools with an example for each.
- c) Explain difference between Publicity and Public Relations.

Q3) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) What is DAGMAR approach of setting advertising objectives?
- b) Discuss AIDA model.
- c) Define various tools of Public relations.

Q4) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) What are the stages in the 'Hierarchy of Effects' model?
- b) What are various components of an Ad copy? Illustrate through labeling in an example.
- c) Explain various Persuasion variables, dependent and Independent ones through Persuasion matrix.

Q5) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Discuss in short, various methods of setting Advertising Budgets.
- b) Define the terms 'Reach', 'Frequency' and 'Continuity' in context of Media Scheduling.
- c) Define the key media terms: CPP and GRP.

Q6) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Explain role of Pupilometer and Psycho-galvanometer in Advertising Research.
- b) Define the terms 'Coverage' and 'Circulation' in context of Media Scheduling.
- c) Enlist five communication effect objectives of advertising.

Q7) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) What are the various functions of an Ad agency?
- b) Explain the structure of an Ad agency with various functional roles.
- c) What are characteristics of SMART advertising objectives? Illustrate by creating a SMART objective.