







TYBAMMC 05/11/2023

Sem V

**DURATION: 2.5 HRS**

**MARKS: 75**

N.B.: (1) All Questions are compulsory.  
(2) Figures to the right indicate full marks.

1.(a) A traditional clothing brand plans to launch its own e-commerce platform to compete with Myntra and Ajio. As a researcher suggest an appropriate research design, research technique and sampling method to facilitate their plan. 10

1.(b) Compute Mean, Median, Mode and Range for the following data. 5  
30, 35, 40, 45, 50, 50, 55, 60, 65

**OR**

1.(c) Design a questionnaire to study the influence of YouTube ads on purchase decisions. 8  
(d) "Brand loyalty is declining among Indian youth." — Prepare a report analyzing this statement. 7

2. (a) Discuss the importance and scope of research in advertising. 8  
(b) Explain the steps involved in conducting a literature review. 7

**OR**

2. (c) Define research design and explain its need and importance. 8  
(d) What is exploratory research? Explain its characteristics and methods. 7

3. (a) What are the types of measurement scales used in marketing research? 8  
(b) Discuss the different types of probability sampling methods. 7

**OR**

3. (c) What is a questionnaire? Discuss its role in research. 8  
(d) Write a brief note on Interviews as a method of primary data collection method. 7

4. (a) What are the different types of pricing research methods? 8  
(b) What is copy research? Explain its importance in advertising. 7

**OR**

4. (c) Explain slogan testing and name testing with examples. 8  
(d) Discuss off-air and on-air copy testing methods for television advertisements. 7

5. Explain Any3 of the following. 15

- (a) Likert scale
- (b) Experimentation
- (c) Steps in sampling
- (d) Secondary research
- (e) Challenges to pre-testing

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[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: - (6)
- i. Brand Association
  - ii. CEO
  - iii. Core Identity
  - iv. Composite Co-Branding
  - v. Range Brands
  - vi. Self- Expressive Benefits
- (b) Usha Shriram, known for its durable home appliances, announced its entry into the FMCG sector in September 2025. Its first product, **Aquaero**, is a premium packaged drinking water brand focused on **purity, safety, and eco-consciousness**. Targeting **urban, health-conscious consumers**, Aquaero emphasizes sustainability and modern lifestyle appeal. The brand faces competition from established players like **Bisleri** and **Kinley**. Usha Shriram must now balance its legacy of reliability with the fresh expectations of the FMCG market.
- As a Brand Manager answer the following questions:**
- i. What line extension strategy would you suggest? Justify. (3)
  - ii. Analyze the current brand personality of Aquaero using the brand personality scale. (3)
  - iii. Suggest a Brand Ambassador who fits the current Brand Personality of Aquaero. (3)
- Q2. a. Highlight the difference between a brand and a product. (8)
- b. Bring out the difference between multi-branding and multi product branding strategies with suitable examples. (7)
- OR
- c. What is Brand Positioning? Explain the different positioning strategies that can be used by companies? (8)
- d. How can CSR be used for Brand Building? (7)
- Q3. a. Explain the four Identity Perspectives (8)
- b. What is Brand revitalizing? Explain with suitable examples the ways in which revitalizing can be done? (7)
- OR
- c. Depending on stages of Brand Life cycle explain the change in strategies adopted at each stage. (8)
- d. What is rural advertising? What are the various strategies that can be adopted for advertising in the rural markets? (7)
- Q4. a. What is Brand Equity? Explain Brand Equity Ten model of measuring equity. (15)
- OR
- b. Write a note on Corporate Advertising (8)
- c. Explain 10 guidelines to build a strong brand (7)
- Q5. Write Short Notes on (ANY THREE) (15)
- a. Brand Identity Traps
  - b. Global Branding
  - c. Brand Loyalty Pyramid
  - d. Brand Licensing
  - e. Brand building imperatives

Duration: 2.5 hrs.

N.B.

1. Attempt all questions Internal Choice between Q2 to Q 5. (Q.1 is compulsory)
2. All questions carry equal marks.
3. Give relevant examples.

Q. Questions No.	Marks
<p><b>Q.1</b> Instapound, a popular cooking spices outlet, aims to reach out to a wider audience. They hired five top Instagram photographers to create content for different age groups. Now the company is considering a Social Media Launch through your agency.</p> <p>Answer the following questions based on the information given above:</p> <p>a) Suggest a social media plan for the launch.</p> <p>b) Consider suitable social media platforms for the Brand and create a content calendar for an eight-week campaign.</p> <p>c) Highlight various strategies for marketing the campaign effectively.</p> <p>d) Discuss the profile of the consumers.</p>	15
<p><b>Q.2</b> a) Discuss E-Marketing briefly.</p> <p>b) Explain types of Email Marketing.</p>	7 8
<b>OR</b>	
<p>c) Explain Characteristics &amp; Advantages of Online Advertising.</p> <p>d) Explain how Internet has changed the face of business.</p>	8 7
<p><b>Q.3</b> a) State the myths about Social Media Marketing.</p> <p>b) Explain Facebook Marketing.</p>	8 7
<b>OR</b>	
<p>c) Enumerate Social Media Marketing Cycle.</p> <p>d) Discuss the trends in Instagram Marketing for SMM.</p>	8 7
<p><b>Q.4</b> a) Explain Social Media Listening.</p> <p>b) How to use a corporate blog as a CRM tool?</p>	8 7
<b>OR</b>	
<p>c) Discuss Social Media Marketing Goals and Objectives.</p> <p>d) Elaborate on Framework for Content Strategy in Social Media Marketing.</p>	8 7
<p><b>Q.5</b> Write a short note on any three out of five:</p> <p>a) Careers in Social Media Marketing</p> <p>b) Significance of Hashtags</p> <p>c) Use of Emojis in Social Media</p> <p>d) Sentiment Analysis in Mobile Marketing</p> <p>e) Role of Ethics in Social Media Marketing</p>	15

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(Time: 2 ½ Hours)

[Total Marks: 75]

- NB: 1. Read the questions carefully before answering.**  
**2. Figures to the right indicate the full marks.**  
**3. Give example when necessary.**

- Q.1 Answer the following (Any One) 15**
- A CASE STUDY**  
 Punjabi Ghasitaram Halwai Pvt. Ltd. is a multigenerational, family-owned business based in Mumbai that specializes in Indian sweets and snacks. The company is known for high-quality Indian traditional sweets (mithai), including dry fruit sweets and Bengali sweets. The business provides gifts and hampers for festive occasions and exports its products to various countries. The company Intends to Launch a multi-media campaign.
- Answer the following:**
- Outline the Communication Plan. 05
  - State the advertising objectives. 04
  - Support your advertising strategy using two IMC tools. 06
- OR**
- B What Is the Role of an Advertising Agency? Discuss the functions of advertising agency**
- Q.2 Answer the following:**
- Explain in detail the Structure of an advertising agency and its various departments 08
  - What is Account Planning? 07
- OR**
- Discuss the attributes of a Good Account Planner 08
  - Elaborate on some key aspects of client servicing in an advertising agency 07
- Q.3 Answer the following:**
- Discuss with example the Gaps model of service quality 08
  - Explain various factors influencing Entrepreneurs 07
- OR**
- Discuss Schumpeter theory of Entrepreneurship on innovation 08
  - What are the various sources of finance available to an entrepreneur 07
- Q.4 Answer the following:**
- Elaborate on the Methods of Generating New Idea for Entrepreneurs 08
  - What is a Business Plan? Why Prepare A Business Plan? 07
- OR**
- Elaborate on the Various steps in marketing plan 08
  - What are the various methods through which Advertising agencies earn revenue 07
- Q.5 Write short notes on any THREE of the following: 15**
- Discuss various types of advertising agencies
  - AIDA
  - How agencies Gain Clients
  - What is a sale Promotion?
  - Objectives of Trade-Oriented Sales Promotion

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