

DEC 2013 EXAMINATION
MM03/eMM03
ADVERTISING & BRAND MANAGEMENT

Time : Three Hours

Maximum Marks : 100

Note : The paper is divided into three sections : Section A , Section B and Section C. There are seven questions in Section A . Students are required to attempt any four from Section A. Section B will have 5 questions. Students are required to attempt any three from Section B . Section C (Case Study is compulsory).

Section A

Each question carries 10 Marks.

1. Establishing brand image is often difficult for new companies. Explain what these companies must do to establish a strong brand image?
(10)
2. What are some of the specific responsibilities and duties of an advertising manager under a centralized advertising department?
(10)
3. Describe how cultural differences might impact viewers' perceptions of advertisements ?
(10)
4. What is meant by encoding and decoding of a message ?
(10)
5. Discuss the pros and cons of using a comparative advertising message ?
(10)
6. Evaluate the pros and cons of using humour as the basis of an advertising campaign ?]
(10)
7. Write short notes on :-
 - a) Affordable method of budgeting
 - b) Percentage of sales method of budgeting
(10)

Section B

Each question carries 15 marks .

8. What is DAGMAR ? Explain how marketers might use DAGMAR in establishing objectives. What are some of the problems associated with the use of DAGMAR?
(15)
9. What is meant by creative strategy and creative tactics in advertising ?
(15)
10. What is the difference between advertising and sales promotion? Which is more effective in terms of cost effectiveness and demand generation for sales organizations?
(15)
11. What are the steps involved in the design process of a print ad ?
(15)
12. Write short notes on the following :-
 - a. Rational appeal vs emotional appeal
 - b. Copy writing
 - c. Brand portfolio
 - d. Brand personality vs Brand image
 - e. Keller's approach to Brand equity
(3x5)

Section C (15 Marks)

CASE STUDY (Compulsory)

Asian Paints decided to phase out its Mascot Gattu which does not really fit with company's present identity . Just for nostalgic reasons , it was retained as a small graphic element on the packs .It had already played its role in providing its face for Asian Paints , and stepped back , to provide reassurance .

Gattu for Asian Paints to begin with , was relevant as it represented a mischievous and aggressive Indian urchin out to assault large British companies . But since Asian paints is the market leader today , there is no function that Gattu could have fulfilled .

Air India dropped Maharajah , but later it was brought back but in a much watered-down condition . He non-services merely as an advertising device . The Onida Devil went up in smoke just like a devil first few years . He is back , however , after a hiatus , but again only as advertising device. More than thirty year old Goody (the Goodlass Nerolac) growl no more.

Sengupta created a mascot of a tiger for Britannia biscuits . Biscuits provide strength and energy . The tiger is a symbol that conveyed strength in every Indian Language . Tiger has even been chosen as the brand name . It provides synonymous connectivity.

Mascots have been replaced by the glamour of celebrity of the day. Brand mascots do not make a said brand vibrant. Most popular mascots that have survived all these years since fifties and sixties is Air India's Maharajah and Amul Girl.

Animated characters like Gattu and Amul Girl have been used as mascots , and do create strong bonds with consumers . The Murphy boy , Appu, the Asiad's dancing elephant , the Goodness Grow-cious giraffe of Incremin , the shrinking monster of sunforized , Fido Dido of 7Up and Esso's animated oil drop are some of the examples of animated mascots. Fido Dido has a cool , witty and inventive persona and is an integral part of the brand 7 Up . It will continue to play an important role . But Fido is too anglicised to be acceptable by the masses. If Fido's role is curtailed , 7Up could have larger audience base. Beside the cartoon mascot makes the brand flippant . Harish Bijoor , however , feels that a mascot helps a brand to break clutter . He advises caution before tinkering with Fido . They have become part of popular culture . They are cute and appealing . Except Maharajah they are gender neutral. These simple visual devices are useful for unsophisticated audiences, black and white press ads and as continuity creative's . They are easy to reproduce across a wide range of media . In a country like India with high rate of illiteracy, multi lingual character mascots are very useful. Vodafone's dog Cheeka has been used to show brand migration from Hutch to Vodafone as it entered a new coloured Kennel after leaving the old pink coloured one.

Mascots are okay for new brands, small and medium sized companies and new media players. They save a lot of ad spend.

13. (a) What is the usefulness of mascot cited in the case study?
- (b) "A mascot must reflect the long-term strategy and value of a brand. It must be relevant to the product". Does this reflect the need to change mascot as organization grows with the changing times? Comment by taking reference from Gattu's example in the case study.
- (c) How does mascot help in connecting to masses and building brand image and positioning?

(3x5)