

(2½ Hours)

[Total Marks: 75]

N.B. 1. All Questions are compulsory.

1. CASE STUDY:

15

Gillette's newest standalone brand, GilletteLabs, which launched in September 2018, is taking a different approach to men's shaving with the debut of its first product, a Rs150 heated razor. The razor will be sold at luxury retailer The Art of Shaving in all 100 locations and online beginning in May. This marks the first time the two Procter & Gamble-owned brands have paired up — Gillette products are typically sold in mass chains like Target and Walmart.

Client's Brief: "Other brands care about doing cost-saving [tactics], but Gillette brings technology and understanding of the consumer together and adds up to a big difference."

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|--|---|---|
| a. Outline Communication Plan | 5 | 4 |
| b. State the advertising objectives | | 6 |
| c. Create an advertising strategy using two IMC tools. | | |

2. Answer the following:

- | | |
|--|---|
| a. Explain the Frequency and Loyalty program | 8 |
| b. Discuss various stages of client Agency Relationship. What are Factors affecting the Client-Agency relationship | 7 |
| OR | |
| c. Explain how advertising agencies does pitching for gaining new clients? | 8 |
| d. Discuss various sources of Income for an Advertising agency. | 7 |

3. Answer the following:

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|---|---|
| a. Write a short note on CRM | 8 |
| b. What is consumer oriented sales promotion? | 7 |
| OR | |
| c. Explain the Objectives of trade oriented Sales promotion | 8 |
| d. Explain the Gaps model of Service Quality. | 7 |

4. Answer the following:

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|---|---|
| a. What are the various Types of Advertising Agencies | 8 |
| b. Discuss Marketing Plan and its various steps. | 7 |
| OR | |
| c. Explain the importance of communication objective. Discuss DAGMAR Model. | 8 |
| d. What are the various functions of an Advertising Agencies | 7 |

5. Write short notes on any three of the following: (any 3)

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- AIDA
- Role of Account planning in advertising.
- Business Plan
- Structure of an Advertising Agency
- Push and pull strategy