

Marks- 75

Time- 2.30hrs

Q. 1. Case study:

(15)

Aditya Birla group entered the retail sector with Aditya Retail in 2006. Initially they took over Trinathre a retail chain and in 2007, under the division Aditya Birla Nuvo started the 'More' chain of supermarkets and hypermarkets. 'More' has a Pan India presence with 575 supermarkets and 12 hypermarkets known as 'More megastores'.

The core essence of 'More' is 'Hamesha Extra'. More has ones 11,000 employees in 2009. In 2011 more was adjusted the best Employer in the retail sector by the Asia Retail congress.

The challenge for 'More' as for competitors like Big Bazar is to ensure greater foot falls on a regular basis. You are given charge of Marketing strategy.

Task:

1. Write target audience for the above case study. (5)
2. Which media channels can be used by 'More' supermarket? (5)
3. Support marketing strategy with any two IMC tools. (5)

Q. 2. A. Write a note on agency structure and the functions of advertising agency in detail. (15)

OR

- B. What are the various methods of defining advertising budget? (8)
- C. Write a note on client-agency relationship. (7)

Q. 3. A. Define marketing brief. Write a detail note on marketing brief. (8)

B. Explain the 3 stages of buying behaviour. Evaluate with AIDA model. (7)

OR

- C. What are the various functions of advertising? (8)
- D. What are the effects of advertising on society? (7)

Q. 4. A. Explain the importance of pretesting. What are the various methods of pretesting of the advertisements? (8)

B. Discuss in detail the elements of copywriting. (7)

OR

- C. What is concept testing? What are the methods of concept testing? (8)
- D. What is IMC? What are the various IMC tools? (7)

Q. 5. Write short notes. (any 3 out of 5)

(15)

1. USP
2. Advertising strategy
3. 5 M' of advertising
4. DAGMAR
5. Importance of visualisation in ads
