

V (Printed Pages 8)

(20516) Roll No.

MBAIB-IV Sem.

2080

MBAIB Examination, May 2016

International Advertising and Brand

Management

MBAIB-406

Time : Three Hours / [Maximum Marks : 100

Note : The question paper contains three parts.

All questions are compulsory.

Part - I

1. This question contains 20 objective type-questions, choose the correct answer and write its serial order : 1 x 20 = 20

(i) Who established advertising agency first time (in 1841) in Philadelphia?

- (a) A. N. Aiyar
- (b) Recharde Hoe
- (c) Samuel Johnson
- (d) Waini Palmar

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(ii) The Word 'Advertising' was created from the Latin word -

- (a) Advertee
- (b) Advert
- (c) Adverto
- (d) Advent

(iii) Money spent on advertisement is -

- (a) Wastage of Money
- (b) Indirect Investment
- (c) Extravagancy
- (d) None of the above.

(iv) Who is known as the father of Advertising?

- (a) Benson
- (b) Watson
- (c) David Ogilvy
- (d) Breach

(v) Advertisement is a _____ of Marketing.

- (a) Part
- (b) Source

- (c) Medium
- (d) Tool
- (vi) Advertisement through buses, taxies and railways are called -
 - (a) Path advertising
 - (b) Road advertising
 - (c) Transit advertising
 - (d) Intransit advertising.
- (vii) "Kent water is Pure Water-Hema Malini." Which type of element of ad. copy is it?
 - (a) Trust element
 - (b) Education element
 - (c) Suggestion element
 - (d) Emotion element.
- (viii) Which of the following is not given in Ad. copy?
 - (a) Name and address fo advertiser
 - (b) Name and quality of the product.
 - (c) Price
 - (d) Production Cost.

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- (ix) When the same product is offered under different brand name, is called -
 - (a) Brand extension
 - (b) Multiple brand
 - (c) Brand rejuvenation
 - (d) None of the above.
- (x) A brand that is given legal protection is known as?
 - (a) Trade Mark
 - (b) Copy
 - (c) Brand name
 - (d) None of these.
- (xi) Lux is the name of -
 - (a) ITC
 - (b) TATA
 - (c) Laxo
 - (d) Hindustan Lever.
- (xii) When an organisation use the one and same brand for all products, is called -
 - (a) Individual brand
 - (b) Fighting brand

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- (c) Umbrella brand
 - (d) None of these
- (xiii) "A brand name is concerned with that part of word or numbers of the brand that can be vocalized." This statement is of -
- (a) Lipson and Darling
 - (b) R. S. Davar
 - (c) American Marketing Association
 - (d) None of these
- (xiv) A brand is in the interest of -
- (a) Producer
 - (b) Consumer
 - (c) Middlemen
 - (d) All of the above
- (xv) The Characteristic of a good brand is -
- (a) Short name
 - (b) Attractive
 - (c) Memorable
 - (d) All of the above.

- (xvi) The measure of the percentage of people in the target market who are exposed to the adcampaign during a given period of time is called :
- (a) Reach
 - (b) Frequency
 - (c) Impact
 - (d) Performance
- (xvii) _____ is the act of designing the company's offering and image to occupy a distinctive place in the mind of the target market.
- (a) Targeting
 - (b) Segmenting
 - (c) Branding
 - (d) Positioning
- (xviii) A Commercial activity, where by one party permits another on opportunity to exploit an association with a target audience in return for funds, services or resources is returned to as -
- (a) Advertising
 - (b) Exchange
 - (c) Sponsorship
 - (d) Public relations

(xix) There are four key components - or pillars of brand equity. Which of those Components or pillars measures the breath of a brand's appeal?

- (a) Relevance
- (b) Knowledge
- (c) Value
- (d) Differentiation

(xx) The firm uses any existing brand to introduce in market a new product, the brand is classified as :

- (a) Brand extension
- (b) Sub-brand
- (c) Parent brand
- (d) Product extension

Part-II 15×2=30

2. "Money spent on advertisement is a waste." Do you agree with this statement? Give reasons for your answer.

OR

Explain various elements of communication process. <https://www.validcollege.com>

3. Write a note on advertising on Internet.

OR

What can be the Possible Media of business advertisement?

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Part-III 4×12.5=50

4. What do you understand by an Advertising Copy? Explain the kinds of Advertising Copy.

OR

What do you mean by Advertising Agency? Mention the methods of remuneration to advertising agency.

5. What is global branding strategy.

OR

Write short notes on :

- (i) Brand Image
- (ii) Brand Equity
- (iii) Advertising Appeals.

6. What are the advantage and disadvantages of International Advertising.

OR

In Media Planning which one should get more emphasis. Is it reach or frequency. Justify your answer.

7. What is the process of brand creation and development.

OR

Write short notes on :

- (i) Targeting
- (ii) Segmenting
- (iii) Positioning

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