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BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)
EXAMINATION : DECEMBER- 2022
SEMESTER - VI

Sub. : Advertising & Media Management (BBA15-M614)

Date : 29 /12/2022

Total Marks : 60

Time: 10.00am to 12.30pm

- Instructions:** 1) All questions are compulsory.
 2) Figures to the right indicate full marks.

Q. 1. Choose the most appropriate option. (05)

1. A detergent that advertises how clean it gets clothes is appealing to the _____ consumer need.

a) Functional	b) Symbolic
c) Experiential	d) Biological
2. The following is not a function of advertising

a) Information	b) Brand building
c) Persuasion	d) Pricing
3. The _____ is not a media vehicle

a) Leaflet	b) TV
c) Conference Hall	d) Internet
4. The _____ media would be best for promoting FMCG

a) TV	b) Trade Fairs
c) Industry Magazines	d) Street plays
5. Direct marketing is more suitable for _____ ?

a) Vacuum Cleaners	b) TV
c) Shoes	d) Icecream

Q. 2. State True / False (05)

1. Advertising is always costly

a) True	b) False
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2. Radio is still most popular advertising media in rural India.

a) True	b) False
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3. Advertisements have no sentimental value

a) True	b) False
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4. Emotional Appeal may be positive or negative

a) True	b) False
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5. Television is the most effective media for engineering goods advertising

a) True	b) False
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Q. 3. Write Short notes on (Any Three) (15)

1. Humour as an appeal
2. Rational Appeal
3. Unique Selling Proposition (USP)
4. Personal Selling as an advertising media.
5. Celebrity Endorsement

Q. 4. Answer in detail (Any Two) (20)

1. Discuss various types of advertisements.
2. Online advertising has its pros and cons. Discuss.
3. Discuss various OUTDOOR MEDIA used worldwide.
4. Explain 'emotional appeals'.

Q. 5. Case study (Any One) (15)

1. This year, as the world celebrated International Women's Day under the theme "gender equality for a sustainable tomorrow" as announced by the United Nations, the e-commerce platform Flipkart ironically decided to celebrate the day in India by sharing messages promoting kitchen appliances. For the unversed, the message read as follows: "Dear Customer, This Women's Day, let's celebrate you. Get kitchen appliances from Rs. 299. Shop at Flipkart now."

Advertisements in India, whether on television, radio, or hoardings on roads, etc. have unfortunately always played an active role in augmenting and propagating gender stereotypes. To state a few examples- the baby product ads always portray the mother taking care of the baby essentially showcasing that the responsibility of tending to the child rests primarily on the shoulders of the mother; the car/automobile commercials or advertisements for financial services rarely feature women, sending out the message that men are intelligent and better decision makers than women; and, most of the home appliance ads show women as the principal consumers.

It goes without saying that advertisements, even if no longer than a few seconds, leave an impressionable impact on the minds of the consumers and subconsciously outline their social viewpoints. It is thus crucial that the marketing world keeps up with the changing times and churns out advertisements which rightly picture women in a progressive light thus breaking the shackles of age-old prejudices and gender biasness.

Questions:

1. Do you think women are portrayed with gender bias in advertisements? If yes, elaborate with examples.
2. There are some products where women need to be portrayed in advertisements. (Eg: baby products, hygiene products related to women etc). Explain the statement.
3. Highlight social issues arising out of women portrayed in various advertisements.

2. The caselet focuses on the Raymond Group's marketing communication initiatives to promote its worsted suiting brand. Raymond was the first company in the textile industry to shift focus from the product to an individual's personality with the 'The Complete Man' advertising campaign. The caselet elaborates on the rationale that made Raymond promote its premium suiting with the same theme (of highlighting the softer side of the Indian male) over the years. The caselet also contrasts the communications strategy adopted by the company to promote other well-known readymade brands like Park Avenue and Parx.

The Raymond Group (Raymond) is an Rs 14 bn plus conglomerate, having businesses in textiles, readymade garments, men's toiletries, engineering files, and tools. The 75-year-old Raymond Ltd. is a market leader in the worsted suiting category. The company is primarily involved in the manufacture of worsted woolen fabric, shawls, rugs, blankets, tweed, and upholstery fabrics.

Raymond Apparel Ltd. owns the well-known readymade brands -- Park Avenue, Parx, Manzoni, and Be. Raymond was the first company in the textile industry to shift focus from the product to an individual's personality with the 'The Complete Man' advertising campaign, for its worsted suiting category. The initial ads of Raymond's were handled by the ad agency Bensons (now Ogilvy & Mather) and were created by Frank Simoes.

Questions:

1. Discuss what type of emotional appeal is being used in the advertisements.
2. What type of target market is suggested by Raymonds in their ad campaigns?
3. Do you think 'Raymond- The Complete Man' is a justified tagline? Justify if yes or no.
