

(2 Hours)

[Total Marks : 50

- N.B. : (1) Question no. 1 is compulsory
(2) Attempt any two between Q. 2 and Q. 3.

1. Case study

Apple is currently working on the next generation of iPhones, iPhone 7 with an expandable display. While the iPhone 7 is shown with a display which looks like any other traditional display, it has a mechanism made up of carbon fiber arms which makes the display to be expanded like a tablet. The concept has been created by Sonitdac.

The rendering is beautifully put together, with its widescreen display eliminating the need of an iPad. The handset is said to get rid of the 3.5mm headphone jack, the protruding rear camera and antenna bands. It will also be dustproof and waterproof, with the Storage Capacity 16GB, 64GB, 128GB, Available colors Gold, Rose Gold, Silver & Space Grey, all this in the price bracket of Rs.70,000/- to Rs.80,000/-.

The iPhone 7 will reportedly include a dual-camera system to offer DSLR-quality images. Apple's nextgen phone with an expanding display enhances the working and entertainment experience of consumer and still fits in your pocket as a marketing manager for iPhone

Task:

- | | |
|--|---|
| (a) Outline communication plan | 4 |
| (b) State the Advertising objective | 4 |
| (c) Create advertising strategy using any two IMC tools. | 4 |
| OR | |
| 2. (a) What are the different tests employed to measure effectiveness of Advertising campaign? | 6 |
| (b) Explain the 7p's of service marketing mix? | 6 |
| OR | |
| 2. (c) What are the different ways of Agency compensation? | 6 |
| (d) What do you understand by speculative pitching? Explain stepwise approach to speculative pitching. | 6 |
| OR | |
| 3. (a) What are the factors affecting the client-agency relationship? | 6 |
| (b) What are the parameters does a client use to evaluate the effectiveness of their advertising agency? | 6 |
| OR | |
| 3. (c) What is the role of an account planner in an advertising agency? | 6 |
| (d) "Market feasibility is an important element of every business plan". Evaluate. | 6 |

4. (a) Explain the various departments at a full service Advertising Agency.
(b) What are the stages in Client & Agency Relationship?

OR

4. (c) What are the factors to be considered before designing a sales promotion program?
(d) Explain the DAGMAR model?

5. Short Notes (any3)

- (i) Coupons
- (ii) Creative boutiques
- (iii) AIDA
- (vi) Refunds and Rebates
- (v) How agency gain clients?