

University TY Bmm (Sem-V) 75-25

Library

31/03/2015 [Advertising] Eng

QP Code : 11252

(2½ Hours)

[Total Marks : 75

- N. B. : (1) All questions are compulsory.
(2) Illustrate your answer with suitable examples.
(3) Figures to the right indicate full marks.

1. Outline the socio-cultural & economic factors to be considered while preparing advertising strategy to promote abroad (Select any one product or service). 15

- (a) Tabla, Classes
(b) Darjeeling tea

Note :- You are required to select any two segments out of the three given segments. Illustrate your answer by selecting any one country from each one of the two chosen segments.

- Segment I - Brazil, China, Japan
Segment II - U.S.A., U.K., France, Germany.
Segment III - Middle East countries excluding Dubai & Abu Dhabi.

2. (a) Discuss the impact of Advertising on Indian Economy. 8
(b) What are the factors that need to be taken into consideration while packaging products for international markets? 7

OR

(a) Enlist the impact of liberalisation on Indian Economy. 8
(b) What is cross cultural advertising? Explain using examples. 7

3. (a) What are the factors that need to be taken into consideration while promoting your products in the international markets? 8
(b) Explain "Go Global, Act Local" by using suitable examples. 7

OR

(a) How does an Ad become controversial? Support your answer with suitable example. 8
(b) Explain gender bias in advertising. 7

4. What is social marketing? You are required to make a social marketing campaign on 'Aids awareness' by providing a marketing mix. 15

OR

4. Make a social marketing campaign using the Internet to promote the cause of 'No Domestic Violence'. 15

5. Write short notes on (any three) :- 15

- (a) 5M's in Advertising
(b) Advertising & Popular Culture
(c) Online Advertising
(d) IMC tools
(e) Advertising and Children.

[TURN OVER

YB-Con. : 75-15.