

Time: 2.5 hrs

Marks: 75



N.B.

1. All Questions are compulsory.
2. Mention the question number properly and neatly
3. Answer the question in the sequence given in the question paper

Q1) A) Case Study

Colgate Palmolive (India) Ltd intends to launch a multi-media campaign to promote, 'Colgate MaxFresh Orange Gel' Toothpaste. Colgate MaxfreshOrange toothpaste contains:

- Menthol that gives intense cooling and super freshness.
- It fights cavities, keeps germ build-up at bay and makes your teeth whiter on continuous use.
- It is a orange gel with cooling crystals that provide intense freshness.

Client Brief: Create awareness amongst the non-users about the brand USP of cooling freshness and 24 hours protection from germs.

As a marketing manager of Colgate MaxFresh Orange Gel, prepare the following:

- a) Outline its communication plan. 5
- b) State the advertising objectives. 4
- c) Create an advertising strategy using any two IMC tools. 6

OR

Q1) B) Explain GAP Model of Service Quality with the help of a real life Example. 15

Q2). A) How does the client evaluate advertising agency? 8

Q 2). B) How should an ad agency maintain a good relationship with clients? 7

OR

Q 2). C) Explain Account planning process? 8

Q 2).D) Discuss the contents of a good marketing Plan 7

Q3). A) Explain various Functions of an Advertising Agencies 8

Q3). B). Explain in brief various sources of Remunerations or compensation for the advertising Agency. 7

OR

Q3). C)Discuss variousTypes of advertising agencies. Give examples 8

Q3). D) Explain what Is Means-End Chain Theory? 7

Q4). A) What are functions of an Entrepreneurship 8

Q4). B) Discuss the contents of a good Business plan. 7

OR

Q4). C) Explain the Pitching process of an advertising Agency 8

Q4). D) How agency gain clients 7

Q5) Write short notes on the following (Attempt any three) 15

- a) DAGMAR
 - b) Objectives of Trade-Oriented Sales Promotion
 - c) Objectives of Consumer-Oriented Sales Promotion
 - d) Sampling and Premium
 - e) Types of Trade Promotions
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