

Time: 2 ½ Hours

Marks: 75

Instructions:

- Please use the correct question numbers to indicate the question being answered.
- Q1 is compulsory.
- Q2 to Q5, answer as per internal choice.
- Use appropriate diagrams, charts, and examples to enumerate your answers.

**Q1. Case Study****(15 M)**

Q. 1 A) With the help of any contemporary product or service advertisement released in the current year of 2022-23; identify and answer the following insights accordingly to what was displayed in the advertisement.

- a) Consumer insight
- b) Brand insight
- c) Market insight
- d) Usage insight

(2 M)**(2 M)****(2 M)****(2 M)**

Q. 1 B) With the help of any contemporary product or service advertisement released in the current year 2022-23, explain its brand story. **(7 M)**

Q. 2 A) "Effective account planning is not simple to achieve", elaborate the statement by challenges faced in the process of Account planning **(7 M)**

Q. 2 B) "A consumer insight is a deep understanding based on customer behaviour, experiences, beliefs, their needs or desires", elaborate the statement. **(8 M)**

Or

Q. 2 C) Explain the importance of preparation and research in account planning **(7 M)**

Q. 2 D) Elaborate the adoption curve with propagation under propagation planning and illustrate with a suitable diagram. **(8 M)**

Q. 3 A) "Transmedia Storytelling involves creating content that engages an audience using various techniques in story experience across multiple platforms", elaborate the statement. **(7 M)**

Q. 3 B) What is benefit ladder and its significance in creating relevant benefits for consumers? **(8 M)**

Or

Q. 3 C) How does effective market insight enable organizations to anticipate the future needs of the market? **(7 M)**

Q. 3 D) "Account planning helps to understand customers and clients precisely", explain the statement, and elaborate on the benefits associated with effective account planning. **(8 M)**

Q. 4 A) "The Story Brand Framework is a popular messaging tool designed to improve business' marketing strategy by clarifying the message", elaborate the statement with various steps in the framework. (7 M)

Q. 4 B) "Future insights can be approximated by observable facts and information", elaborate the statement by highlighting the significance of future insights in account planning and advertising. (8 M)

Or

Q. 4 C) Elucidate the effective steps of the Account planning process used in creating effective campaigning. (15 M)

Q. 5) Short Notes:- (Any three out of five) (15 M)

- a) Usage Insight
 - b) Propagation Planning
 - c) Benefits of Transmedia Planning
 - d) Benefit/Feature Matrix
 - e) White space analysis
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