

[A-46]

SARDAR PATEL UNIVERSITY

T.Y.B.A. Advance (6th SEMESTER) (CBCS) EXAMINATION March/April-2016

Date: 04/04/2016 Monday

Time: 2:30 pm to 4:30 pm

UA06EEJM01: Agency and Media Management

Total marks: 60

- 01.** IMC stands for:
A. Integrated Media Communications
B. Integrated Media Conglomerates
C. Integrated Marketing Communications
D. Integrated Marketing Conglomerates
- 02.** What kind of targeting is used to attract consumers sharing particular interests?
A. Purchase-Based Category Targeting
B. Affinity Targeting
C. Geographical Targeting
D. Daypart Targeting
- 03.** What kind of targeting is used because consumers use media differently throughout the day?
A. Purchase-Based Category Targeting
B. Affinity Targeting
C. Daypart Targeting
D. Geographical Targeting
- 04** T/F: Targeting strategies need not support your advertising objective upfront.
A. True
B. False
- 05.** Agency function with the responsibility for representing the voice of the consumer in all decision making, particularly creative development.
A. Account Management
B. Account Planning
C. Media Strategy
D. Brand
- 06 .** A marketing document that summarizes the current state of the marketplace as it relates to a specific brand.
A. Brand
B. Positioning
C. Situation Analysis
D. Media Strategy
- 07.** What kind of targeting allows networks to trace the patterns of clicks and pages viewed across their network?
A. Daypart Targeting
B. Affinity Targeting
C. Contextual Targeting
D. Behavioral Targeting
- 08.** Creating an advertising pitch begins with a(n) _____.
A. Account Planner
B. Creative Brief
C. RFP (Request for Proposal)
D. Audience Analysis

09. _____ is the number of customers purchasing the brand relative to the total population of the market.

- A. Frequency
- B. Brand Penetration
- C. Concept Testing
- D. Diagnostics

10. A name, term, symbol or design (or combination thereof) intended to clearly identify and differentiate a seller's product from the competitor's

- A. Strategy
- B. Brand
- C. Social Marketing
- D. Objectives

11. The means of accomplishing objectives (the methods used to reach goals.)

- A. Objectives
- B. Media Strategy
- C. Strategies
- D. Sales Promotion

12. T/F: IMC builds brief "flings" with the consumer.

- A. True
- B. False

13. Which of the following is NOT one of the four (4) modes of consumer decision making?

- A. Internal problem solving
- B. Extended problem solving
- C. Limited problem solving
- D. Habit/Variety seeking
- E. Brand loyalty

14. _____ focuses on strategic brand building. _____ focuses primarily on influencing consumer behavior.

- A. IBP, IMC
- B. IMC, Marcom
- C. Marcom, IMC
- D. IMC, IBP

15. _____ tests to determine both instantaneous effects or carryover effects.

- A. Single Source Research
- B. Evaluating the Campaign
- C. Engagement Testing
- D. Brand Penetration

Q2	Analysis and criticize the campaign of future group "brand factory's" "snap the deal" , "flip the kart" and "amaze off "	15 marks
	OR	
Q2	<p>Aditya Birla group entered the retail sector with Aditya Retail in 2006. initially they took over. Trinathre a retail chain and in 2007, under the division Aditya Birla Nuvo started the More chain</p> <p>of Supermarkets and hypermarkets. More has a Fan India presence with 575, supermarkets and</p> <p>12 hypermarkets known as More megastores.</p> <p>The core essence of More is 'Hamesha Extra'. More has ones 11,000 employees, in 2009. In 2011 more was adjudged the best Employer in the retail, sector by the Asia Retail, Congress.</p> <p>The challenge for More as for competitors like Big Bazar is to ensure greater foot falls on a regular basis. You are given charge of marketing communication,</p> <p>(i) Outline communication plan, (4)</p> <p>(ii) State the Advertising objectives. (4)</p> <p>(iii) Support your advertising strategy with any two IMC tools. (7)</p>	15 marks
Q3	How does the Agency understand marketing plan of the Client? Explain in brief. With examples	15 marks
	OR	
Q3	<p>Write shorts note</p> <p>1) How do Ad agencies gain clients?</p> <p>2) What are the challenges in an agency client relationship?</p>	15 marks
Q4	Write Short Note on (any 2)	15 marks
	<p>1) Negotiation with celebrity for being brand ambassador</p> <p>2) Describe the role of a good Account Executive.</p> <p>3) Explain the various ways in which agencies can be compensated.</p>	