

Time:(2.5 Hours)

[Total Marks: 75]

- NB: 1. Read the questions carefully before answering  
 2. Figures to the right indicate the full marks  
 3. Give example when necessary

- Q.1**
- A** **CASE STUDY**  
 Aquafina is launching a new campaign to create an affinity between consumers and the brand. Right now, 70% of Indians are walking around dehydrated. They know that they should be drinking more water, but they aren't sure why. And so they turn to other drinks to quench their thirsts, not realizing the extent to which drinking more water can improve their health and make them look and feel better.  
 With Aquafina Drinking Water, the fact that water is key to healthy living and the need for people to take cognizance of the quality of water they drink.  
**As a marketing manager at Aquafina, prepare**
- Outline the Communication Plan. 5
  - State the advertising objectives. 4
  - Support your advertising strategy using two IMC tools. 6
- B** What Is the Role of an Advertising Agency? Discuss various functions and the structure of an advertising Agency 15
- OR**
- Q 2** Answer the following
- Explain Account planning process 8
  - Describe various Types of Advertising agencies 7
- OR**
- Explain GAP Model of Service Quality with the help of a real life Example 8
  - Discuss the role of account planning in advertising 7
- Q 3** Answer the following
- Discuss the contents of a good marketing Plan 8
  - Stages in the client-agency relationship 7
- OR**
- Discuss the contents of a good Business Plan 8
  - Discuss any two theory of Entrepreneurship 7
- Q 4** Answer the following
- The Scope and Role of Sales Promotion 8
  - Various types of Trade – oriented sales promotions 7
- OR**
- Objectives of Sales Promotion 8
  - Various types of Consumer – oriented sales promotions 7
- Q 5** Write short notes on any three of the following: 15
- Methods of Equity Financing
  - Any two methods of Generating New Idea for Entrepreneurs
  - DAGMAR
  - Common ways in which advertising agencies generate income
  - Pitching