

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.

1. Case Study

A. MacBook Air with M1 is an incredibly portable laptop — it's nimble and quick, with a silent, fan-less design and a beautiful Retina display. Thanks to its slim profile and all-day battery life, this Air moves at the speed of lightness. Supercharged by the Apple M1 chip the price start from Rs. 99900.00*

Client Brief: Create awareness amongst the non-users about the brand USP of Much-improved performance, thanks to Apple's new M1 processor.

Questions:

As a marketing manager of MacBook Air, 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

B. Discuss various Functions of an Advertising Agencies 15

2. Answer the following:
 - a. Explain GAP Model of Service Quality with the help of a real-life Example 8
 - b. Discuss the Structure of an ad agency. 7

OR

- c. What are the various Types of advertising agencies? 8
- d. Discuss the role of account planning in advertising. 7

3. Answer the following:
 - a. How an Advertising Agency Gain clients 8
 - b. Discuss the Evaluation Criteria in Choosing an Ad Agency 7

OR

- c. What Is Means-End Theory 8
- d. What are functions of entrepreneurship? 7

4. Answer the following:
 - a. What is a Business Plan? Why there is a need to prepare a business plan. 8
 - b. What are the various sources of Income for the advertising Agency? 7

OR

- c. Discuss the five-step pitching process. 8
- d. What is a Marketing Plan and what are the benefits of Marketing Plan? 7

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

- a. Social Entrepreneurship
- b. Methods of Equity Financing
- c. AIDA
- d. Sampling
- e. Refunds Rebates or Cash back

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