

12/12/22

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

