



All questions are compulsory and carry equal marks.

Q1. Read the following Case and answer the questions:

A new advertising campaign that McDonald's India introduced in the Indian market for its new Mcspicy range of products in 2011. McDonald's introduced a new product range in the Indian market called the Mcspicy range. It launched a new advertising campaign range called 'How spicy is Mcspicy to promote its new product. The aim of the campaign was to project McDonald's as a youthful brand that met the tastes and preferences of the youth. The prelaunch campaign involving a viral called The Great spicy speculation, proved to be a success and reached 250000 people unlike its previous campaign, McDonald's used social media like social networking sites and messenger services extensively for the new campaign.

The main campaign was later launched in a variety of media channels like in store, television, radio, outdoor, and online promotions. Apart the use of social media for its new campaign, McDonald's also used several technologies innovation to reach its targeted customer base. Kiosks, LED hoardings, and virals on Internet were extensively used to reach the target base. There was mixed response to the new campaign from customers. While some customers said that the campaign met the tastes and preferences of the customers, others said that there was a disconnect between the new McSpicy menu and the core message of the campaign.

Questions:-

- Explain the importance of selecting the right target segment for an advertising campaign. (5)
- What is your opinion about selecting multiple channels for an advertising campaign? (5)
- Explain the growing importance of social media in the advertising mix of products targeted at the youth. (5)

- Q. 2 A. what is advertising? Discuss the growth and development of advertising in India. (8)  
B. Explain features and characteristics of advertising. (7)

OR

- C. Discuss the elements of copy writing and the types of ad copy. (8)  
D. Discuss details of a marketing brief. (7)

- Q. 3. A. Discuss functions of each of the following departments of an agency in brief. (15)  
1. Account planning department  
2. Media department  
3. Creative department

OR

- B. Define the role of advertising in the marketing mix (8)  
C. Discuss the points of criticism of advertising. (7)

- Q. 4. A. Outline the advertising strategy steps. (8)  
B. Define IMC and list down its tools. (7)

OR

- C. Outline the importance of product and media research. (8)  
D. Discuss Copy brief. (7)

- Q. 5. Short notes. (Any 3) (15)  
1. Ethical issues in advertising  
2. Advertising budget  
3. Layout of an ad  
4. Client-agency relationship  
5. Functions of advertising

**Turn Over**