



Please check whether you have the right question paper.

N.B.: 1) All questions are compulsory.

1. Case Study : (15)
- Dove has come up with Baby Dove a product line for babies. Dove is fairly known for moisturizing skin and that made its entry in this segment easy. One of the key insights behind the products is that baby skin loses moisture five times faster than adult skin. Dove with product line for baby can create a positive impact on the brand altogether. Dove came up with Dove Baby Soap, lotion, oil.
- Beyond the moisturizing impact, Dove earlier has focused on moms and dads with its existing products for years, making the leap to babies fairly easy. Baby Dove will be focused on the primary buyer in the category -- moms -- and in particular bucking up women's self-esteem vs. pressure to be perfect. Instead of Real Beauty, Dove Baby wants to make a campaign for real parenting.
- As a marketing manager of Dove prepare :
- Outline the Communication Plan. (05)
 - State the advertising objectives. (04)
 - Support your advertising strategy using two IMC tools. (06)
2. Answer the following :
- What are the various types of ad agencies? Explain with appropriate examples. (07)
 - How does an advertising agency work? What is the structure of an ad agency? (08)
- OR
- What are the stages in Client-agency relationship? (07)
 - What are the various elements of digital advertising campaign? (08)
3. Answer the following :
- Explain account planning process in detail. (07)
 - What are the five elements of Means-end Conceptualization of Components for Advertising Strategy (MECCAS)? (08)
- OR
- 'Customer expectation and perception creates GAP'. Elaborate with GAP model. (07)
 - Write a note on various agency compensation methods. (08)
4. Answer the following :
- CRM is a method and tool that helps business to manage ad agency. Explain. (07)
 - 'The marketing plan is the specific roadmap that's going to get you there'. Explain the statement with help of steps in marketing plan. (08)
- OR
- Explain in detail Consumer Franchise Building and Non-Consumer Franchise Building promotions. (07)
 - What are the various objectives of trade oriented sales promotion. (08)
5. Write short notes on **any three** of the following : (15)
- Coupon and contest.
 - DAGMAR.
 - Role of account executive.
 - Various POP techniques.
 - 3 stages of buying behavior.

TURN OVER