

University of Pune
Department of Management Sciences
MBA-BT Semester III
Semester End Exams Nov. 2013
306- Marketing Specialization II

Maximum marks: 60

Time: 3Hrs

Answer Section 1 and 2 on separate answer sheets

Section I (by Dr H Katole)

Instruction: Question 1 is compulsory. Answer any ONE from question 2 and question 3.

Que 1: The company ABC's audiovisual advertisement is run on 3 media vehicles - media vehicles 1, media vehicle 2 & media vehicle 3 having target audience 900000, 500000 & 600000 and with the frequency of 30, 15 & 20 respectively. Their common audience is 150000. Define & calculate A] Total target audience B] Reach C] Gross Impression of each media vehicle D] Total gross impression E] Average frequency. **(15 marks)**

Que 2: Define Advertising. Which media are used for Advertising? Explain advantages and disadvantages of the same. **(15 marks)**

Que 3: Discuss importance of Sales Promotion. Elaborate various techniques of Sales Promotion adopted by companies dealing in dairy product and elaborate using example. **(15 marks)**

Section II (by Dr. M. Varma)

Q1. Answer any three of the following (3 x 5 = 15 M)

- a. Explain the Term Brand Name, Brand Mark, Trade Mark and Copyright by giving Examples.
- b. List down the factors to be considered while selecting of a Brand Name, justifying each one of them.
- c. What are the advantages of branding to manufacturer and customers?
- d. Write short notes on any one as 1.Brand equity, 2. Brand Valuation, 3. Brand identity.

Q2. A manufacturer wish to develop a Model for Brand Development for its cosmetic products specially targeted towards kids below 15 years of age. Help the manufacturer for developing the brand at different stages of product life cycle. **15M**