**ST.JOSEPH’S UNIVERSITY, BENGALURU -27**

Registration Number:

Date & session:

**MA Advertising & Public Relations– I SEMESTER**

**SEMESTER EXAMINATION: OCTOBER 2022**

**(Examination conducted in December 2022)**

**APR7522:** **MARKETING AND BRAND MANAGEMENT**

**Time: 2 Hours Max Marks: 50**

**This paper contains TWO printed pages and THREE parts**

1. **Answer any TWO in 250 words.  (2x5=10)**
2. You are asked to come to a budgeting meeting. Explain the various ad budget setting options and suggest what would be your recommendation?
3. Explain to an old CEO of a manufacturing firm how the 4Ps of marketing have changed.
4. Take a brand of your choice and reverse work Kapferer’s identity prism.
5. **Answer any ONE in 400 words. (1x10=10)**
6. You've been hired as a marketing manager at a music streaming device company, and you've been tasked with creating customer avatars for two different market segments. Create two customer avatar sheets to present to management.
7. The company you are working for (fast food restaurant) is stagnating on sales. Your manager has asked you to make a pricing report and recommendation. Write a report with all the pricing options and your recommendations.
8. **Answer both in 450 words each. (2x15=30)**
9. You are going for an interview at an advertising agency, and the manager has asked you to present a customer value journey as a process of selection. How will you go about creating the customer value journey for the agency, How will you research, understand the problem, and present it visually?. Remember, the agency will use this to get new clients for them.
10. You have joined a cosmetic company as a marketing manager. You are asked to present a marketing plan and mail it to the business head. Make a hypothetical marketing plan.

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