**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BENGALURU -27**

Registration Number:

Date & Session:

**MA ADVERTISING & PUBLIC RELATIONS– III SEMESTER**

**SEMESTER EXAMINATION: OCTOBER 2022**

**(Examination conducted in December 2022)**

**APR 9322: ACCOUNT PLANNING AND MANAGEMENT**

**Time: 2 ½ Hours Max Marks: 70**

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

1. **Fill in the blanks: (14 marks)**

1. More than it is a marketing/ creativity business, the agency *business* is a \_\_\_\_\_\_\_\_\_\_\_\_\_ business.
2. Client Servicing can be defined by 2 words. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_and\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
3. An account manager’s main role in an agency is to be a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ manager of Time, Cost & Quality.
4. Any successful account manager should have NO\_\_\_\_\_\_\_. NO \_\_\_\_\_\_\_\_. NO\_\_\_\_\_\_\_\_\_.
5. Any successful Agency person should have an \_\_\_\_\_\_\_\_\_\_\_\_ curiosity.
6. A successful agency person to aim to become a \_\_\_\_\_\_\_\_\_\_\_ *Generalist*.
7. An Account Manager has 2 Clients. One is the brand manager on the client side. Who is the other? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
8. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is the most important document any Agency prepares for itself.
9. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is the fastest growing global communications agency according to Ad Age 2022 report.
10. Behaviour Science Messy Middle Model postulates that we have 2 ‘Brains. The *Emotional* ­­\_\_\_\_\_\_\_\_ Brain and the *Rational* \_\_\_\_\_\_\_\_\_\_\_ Brain.

**II. Answer ANY TWO in 250-300 words each: (2 X 17 = 34)**

1. How would you explain the role of an Account Planner (Brand Strategist) in an Agency to a layman? Mention key attributes and skillsets.
2. What are the stages in a Brand Lifecycle? Explain with an example.
3. Explain Long Tail Marketing and its significance for niche brands in today’s e-commerce context

**III.** **Answer ANY ONE in 400-500 words each: (1 x 22 = 22)**

1. What is Brand Purpose? Why is it still relevant for creating a strong ‘emotional’ bond especially with Millennial, GenZ and Gen Alpha consumers? Explain with examples.

1. Using an example of a hypothetical customer purchasing a new car, show how any five of the 6 major Behaviour Science Marketing Levers can play a role in deciding the purchase.

**\*\*\*\*\***