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

Registration Number:

Date & Session:

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

**SEMESTER EXAMINATION: OCTOBER 2023**

**(Examination conducted in November /December 2023)**

**APR 9223 ACCOUNT PLANNING AND MANAGEMENT**

**Time: 2 hours Max Marks: 50**

**This paper contains ONE printed page and TWO parts**

**I. Answer any FIVE of the following questions in 200 words each.                 (5X6=30)**

1. Explain the role of an account manager in a modern marketing communications agency. What are the different “hats” that a new-age account manager must wear?
2. How would you explain the role of an account planner (Brand Strategist) in an agency to a layman? Mention key attributes and skillsets.
3. How to target a niche? Explain the key steps with a relevant example.
4. Explain Long Tail marketing and its significance for brands in today’s e-commerce context.
5. Explain the PALACE model, to get the best out of a meeting or business discussion.
6. What is the main reason that clients fire their agencies? Elaborate.
7. Your agency is pitching for a new business. You have been tasked with doing the desk research for the background information on the brand. What are the various online information sources you will tap into to put together this document?
8. **Answer any TWO of the following questions in 300 to 350  words each.     (2X10=20)**
9. Customers today take a chaotic and unpredictable path to purchase. Explain the “Messy Middle” of the consumer buying journey and how brands can exert influence during the path to purchase using behaviour science levers.
10. Fame – Feeling – Fluency are the 3F’s that drive brands today. Elaborate with an example.
11. Brand purpose is in contradiction to a business’s profit motive. Agree or disagree? Defend your point of view.
12. How does a brand remain perpetually relevant?

Avoid the “Decline / Death” stage of the brand Life Cycle.

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