



Register Number:

DATE: 13-01-2021

**ST. JOSEPH'S COLLEGE (AUTONOMOUS), BANGALORE-27
MA ADVERTISING AND PUBLIC RELATIONS – I SEMESTER
SEMESTER EXAMINATION: JANUARY 2021
APR 7520: ADVERTISING: PRINCIPLES, CONCEPTS & MANAGEMENT**

Time: 2 ½ hrs.

Max Marks: 70

This paper contains THREE printed pages and FOUR parts

I. Answer ALL of the following (a single word, phrase or sentence is ok) (5 x 2 = 10)

1. If, outside a popular college, the manufacturer of a brand of throat lozenge (like Strepsils) distributes free tee-shirts with the brand name printed on it, is it Advertising or Publicity?
2. If your answer to the above is Advertising, how would you make it Publicity, and if your answer is Publicity how would you make it Advertising?
3. If we see a famous person using a specific brand, and we feel tempted to try the same brand, is that called Advertising or Publicity?
4. If that same famous person said something nice about the brand, will it remain the same as your answer to the last question or change?
5. How would you compare the Indian market between Advertising and Publicity?
 - a. Advertising is bigger than Publicity.
 - b. Publicity is bigger than Advertising.
 - c. Both Advertising and Publicity are about the same in size.
 - d. This is unknown.

II. Answer any TWO of these three questions in 200 - 250 words (2 x 10 = 20)

6. Using the toothpaste category as an example, trace how the understanding of Advertising as Salesmanship in Print led to the evolution of (a) Consumer Understanding, (b) Trade, (c) Agencies, (d) Marketing Services, and (e) Marketing communications.
7. Your Agency has been tasked with launching a brand of denim jeans - SKINZZ. There's seemingly nothing new about it, and to you it looks like yet another brand in an already crowded denim jeans market. In fact, there are only two features in it that might make it attractive – a slightly stretchable fabric, and a wide range of colours. As the first step, what level of awareness would you aim to build for it? How? Why?
8. Apply the theory of FABbing to SKINZZ. It's a brand of denim jeans made of slightly stretchable fabric and available in a wide range of colours. How would these two facts evolve through the FABbing technique?

III. Answer ONE of these three questions in 300 - 400 words

(1 x 20 = 20)

9. An Agency's income is linked closely to the nature of service it delivers to its Clients. The wider the range of services, the more opportunities it has to generate income. However, a wide range of service requires the Agency to employ trained and experienced manpower who can deliver to expectations in each of those service areas. That costs money.

How should an Agency decide if and when it should widen its service offering?

10. Some Agencies have a specific team in charge of prospecting new business. This would give them a better chance of winning new business these Agencies believe, since the new business team can devote all its attention only to new business. Other Agencies don't have a specific new business team, believing that new business is the responsibility of everyone in the Agency.

Analyse the pros and cons of each approach, and on that basis make a recommendation on which approach you would follow.

11. Classical print Advertising has four parts – the Headline, the Visual, the Body Copy and the Selling Line. Recently, Advertising – whether newspaper, magazine, billboard, poster or online banner ads – has dispensed with these parts and tends to have only a huge visual and a few words of text.

Why do you suppose that's so? Have consumers become smarter, or too busy to read long text? Have brands become predictable, and nothing new has emerged? Have Agencies become lazier, and really couldn't be bothered writing long, sensible copy? Is it a combination of all three (and other) factors?

Provide a convincing answer.

IV. Read the case below, study the creative and answer the question in 400 - 500 words. Your answer should reflect and capture your thought process and be comprehensive. Underline the main part of your answer(s). But single line answers, even if correct will be rejected if there's nothing to show how it was arrived at. Think deeply about the issues before you respond. Then, be clear, be comprehensive, be brief. (20 marks)

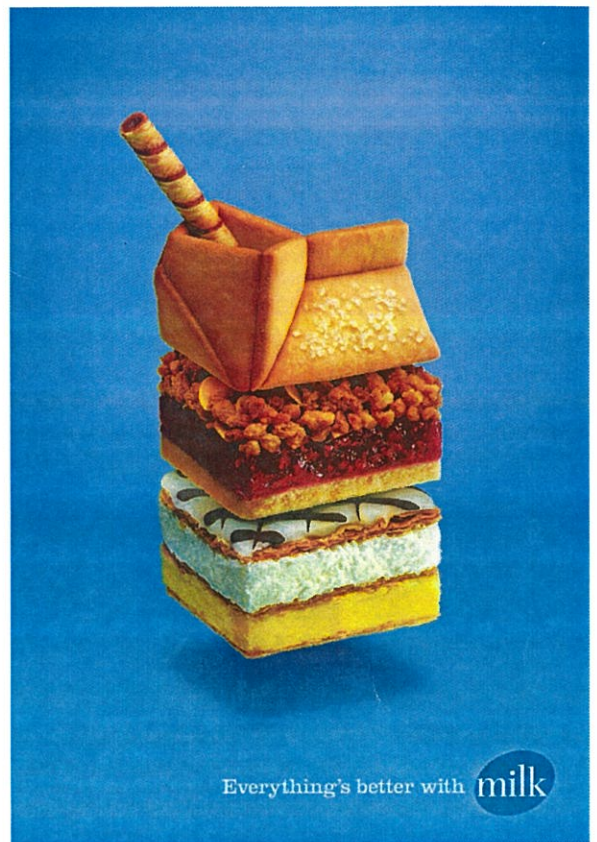
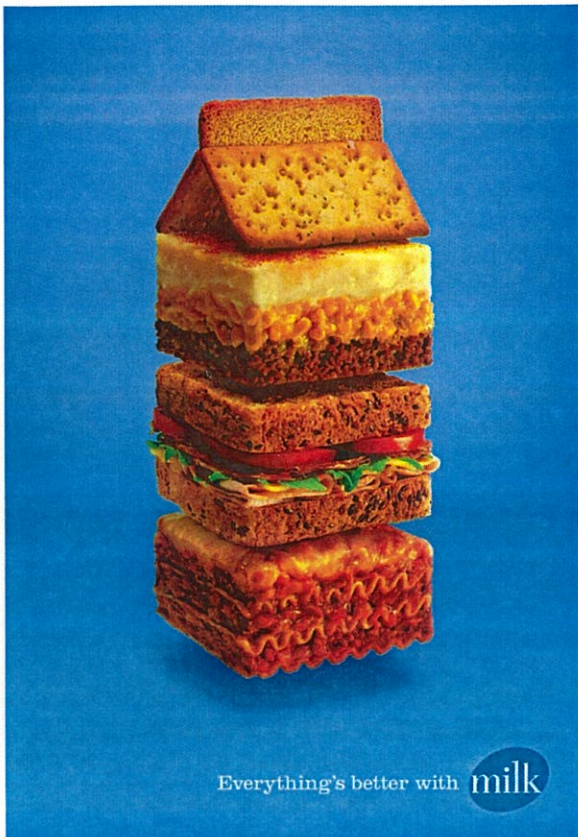
Your Agency has won a new Client: the dairy farmer's co-operative. Their objective is to promote regular consumption of all dairy products - butter, cheese, yoghurt – and not only milk. In your first meeting with them, the Client shows you the campaign their last Agency had developed.

It's focussed on milk, and seems to offer milk as a beverage to accompany anything one might want to eat. You notice that while consumers consider milk to be healthy, not all the food products shown in the print ad are healthy. "Why is that?", you wonder. But you do not ask.

To you this campaign seems very different from other advertising you've seen promoting milk consumption. It doesn't highlight milk's nutrition or health benefits, and focuses instead on how versatile it is as a beverage, since it can accompany a variety of foods. Interesting approach, you feel. Or is there more? Something deeper? You also note that the campaign promotes tetrapack and not bottles. Why is that? Is that relevant?

12. Since the Client expects the same approach to extend to the other dairy products, you decide to capture this campaign's Communications Strategy for ready reference. This document, you decide must cover the following:

- a. The objective is to promote regular consumption of dairy products. How is the print ad campaign trying to achieve that objective?
- b. What are the various consumer segments? From them, who is the target consumer?
- c. What message is the ad campaign trying to deliver to them?
- d. What is the task of communications?



Each ad in this campaign showcases a selection of food, ready to eat.

Mostly snacks, and not all of them healthy, note that none of them is a meal in itself.

So, what's going on here?

Is it promoting the consumption of milk?

OR

Is it saying that all the delicious things shown as a tetrapack contain milk?

The copy is simple and gets to the point quickly. It gives nothing away. "Everything's better with milk." it says.

That's all there is. No explanatory texts, disclaimers or body copy.

Remember that if you don't have enough information, make reasonable assumptions and clearly state them.