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Register Number:

DATE:10-03-2022

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

**MA Advertising and Public Relations – III SEMESTER**

SEMESTER EXAMINATION: OCTOBER 2021

(Examination conducted in March 2022)

**APR ADS 9419: Account Planning & Brand Analytics**

Time: 2 ½ hrs. Max Marks: 70

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

1. **Answer any TWO questions in 300 words each. (2x10 marks = 20 marks)**
2. The Account Planner’s role in an Agency is a support function. Please describe the essentials of the role, and explain how an Account Planner might go about adding more value to the Clients an Agency has.
3. What would be the essential professional skills and the personal skills a good Account Planner ought to have? Why? What would be a good way to gain these skills and expertise?
4. Are the roles of Account Planner and Account Manager substitutable? Why or why not? State your position clearly and illustrate using examples.
5. **Answer any THREE questions in 300 words each. (3x10 marks = 30 marks)**
6. Consider the dog food category as an example. How would the concept of user / buyer / influencer be applied to any brand in this category? How would you use that understanding to develop connecting and accountable communications?
7. Consider the ready-to-eat snacks category as an example. State the different stages in a medium-priced brand’s lifecycle. Explain how marcomms should be used to support the brand in each of these stages.
8. If the brand you’re advising is a leader in the shampoo category, is premium priced, and is under attack from shampoo brands in different price categories, what defensive strategies would you recommend to your Client? Why?
9. Explain Brand Positioning in simple layman terms. Apply that understanding to two categories of your choice, and state the positioning (in your own words) of any three brands in each category.
10. **Answer any ONE question in 500 words (1x20 = 20 marks)**
11. Define the concept of Customer Lifetime Value. How is it calculated? How should it be used? Will this be applicable to all categories, or only to ones that represent high value and high engagement to the customer? Support your answer with suitable examples.
12. Brand Architecture Models are often criticized as being full of hot air, and created only to charge exorbitant fees. Build a case for the utility of such models using examples.

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