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Register Number:

DATE:07-03-2022

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

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

SEMESTER EXAMINATION: OCTOBER 2021

(Examination conducted in March 2022)

**APR 7520/ 7421: Advertising: Principles, Concepts & Management**

Time: 2 ½ hrs. Max Marks: 70

**This paper contains FIVE printed pages and FOUR parts**

This exam is meant to test your understanding of the entire course and your ability to apply that learning in practice. Remember to take a stand, state your point of view clearly and support it. Those sitting on the fence, unable to decide, and providing arguments for both sides of the issue will not find the going easy. Don’t waste time. Get stuck in immediately. All the best.

1. **Answer TWO of these questions, in 100 – 150 words each. Please do not playback theory. Please apply it when answering. (2 questions x 5 marks = 10 marks)**
2. If Publicity does not provide the marketer with any means of assessing impact of message, why do brands and Agencies persist in using it? Are they misinformed, or lazy, or …? Please take a stand and provide a convincing answer.
3. Is it always a choice between either Publicity or Advertising? Are these tools substitutable? Please take a stand and provide a convincing answer.
4. Marcomms for retail brands (online and physical stores) requires more Publicity than Advertising. Do you agree? Why or why not?
5. **Answer any TWO of these three questions, in 200 - 250 words each. Be clear, be comprehensive, and be brief. (2 questions x 10 marks = 20 marks)**
6. The FABbing technique helps Agencies identify a consumer relevant benefit on which to base the brand’s communications. Its application on products with defined and obvious features is clear. Does the technique apply to services as well? Please take a position and illustrate it using the example of a public library.

1. Your Agency has been tasked with launching a new brand of weight management beverage - LOOZIT. In a category (weight management foods) that sees a lot activity, LOOZIT has a few unique aspects. It’s available in single serve sachets, in three popular flavours, when mixed it looks like a regular cool beverage, and can be had as a carbonated beverage as well. The Client is excited, as is your Agency. It’s your job now to kick-start the process. As the first step, what level of awareness would you aim to build for it? Why that level? How would you do it?
2. Apply the theory of FABbing to LOOZIT. It’s a new brand of weight management beverage available in single serve sachets, in three popular flavours, when mixed it looks like a regular cool beverage, and can be had as a carbonated beverage as well. Choose any three of these aspects, and develop the FABbing framework for it. Remember that sometimes one feature can lead to multiple advantages, and one advantage can lead to multiple benefits.
3. **Answer ONE of these three questions, in 300 - 400 words. Think deeply about the issue before you respond. Then, be clear, be comprehensive and be brief. (20 marks)**
4. The observation “Advertising is Salesmanship in Print” is often accepted as the clearest and simplest definition of the craft. In the Marketing and Brand world we’re in today, with complex consumer decision-making and purchase processes, the craft has had to evolve.

So, is this observation still valid? Is it still relevant? Is it oversimplifying? Is it limiting? What do you feel, and why?

1. The availability and use of different media has led to the mushrooming of specialised Agencies, and we now see not only Digital Marketing Agencies, but also Social Media Agencies, specialist services for blog posts, E-Commerce Agencies etc. While specialised media will require specialised skills, there is a risk, however small, of Agencies losing sight of the brand that is being built.

How should the Client / Brand Team work with a group of such specialised Agencies and still ensure appropriate and adequate focus on building the brand?

1. Classical new business thinking encourages Agencies to focus on two sources: either more assignments from existing Clients, or new Clients. Attracting and serving the marcomms needs of these Clients requires quality talent at the Agency. With the recent pandemic-induced business slowdown, and the inevitable downsizing at most Agencies, not too many have talent of real quality or experience. Indeed, some Agencies have only the top layer, and very junior people. Put yourself in the shoes of the boss at one of these Agencies.

On what (existing Clients / new Clients) would you focus your new business efforts? How would you attract and retain new business? How would you use your team of inexperienced, but enthusiastic and committed professionals?

1. **Read the case below, study the creative and answer the question in 400 - 500 words. Your answer should reflect and capture your thought process, be specific and be comprehensive. Either underline the main part of your answer, or write it in response to each sub-question below.**

**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: Volkswagen. It’s a brand steeped in Automotive and Automotive Advertising history, and the Agency is excited to work on it. You have been assigned to the team that will work on the brand and you’re all fired up. Keen to make a good first impression and start-off on the right foot, you review all their international Advertising. As a result of that you now admire their focused and simple marcomms, all based on a strong idea.

One of the campaigns VW is thinking of extending into India is related to their Emergency Brakes. All executed in the print and outdoor media, the campaign has differentiated VW in several international markets and has worked well for the brand. Encouraged by that VW bosses want to launch it in India as well.

Your Agency is happy to go along, as it senses opportunities to extend it into different media and marcomms tools. It can truly become a path-breaking campaign is the belief. The first task assigned to your Agency is to develop a series of TVCs based on the international print work.

The objective seems to be to differentiate the VW in city driving conditions by highlighting its stopping power. Seems relevant enough at first glance, since there are so many low-speed collisions on the roads in Indian cities. But you’re not completely sure.

Indian roads, even in cities, host a variety of traffic: trucks, buses, SUVs, cars, autos, motorcycles, bicycles, even the stray animal, and yes – pedestrians. It’s a wonder we don’t see more accidents more regularly, you think. Something seems to be working to keep these roads safe. Whether it’s better driving skills, or instinct or just good luck.

You begin to harbour some doubt about the need for this special brake with the special stopping power. Would it not add to the chaos on the streets and make things worse, if one vehicle were to stop suddenly, or sooner than expected? It’s still only a slight concern with you, based on a doubt you have, but you decide not to ignore it.

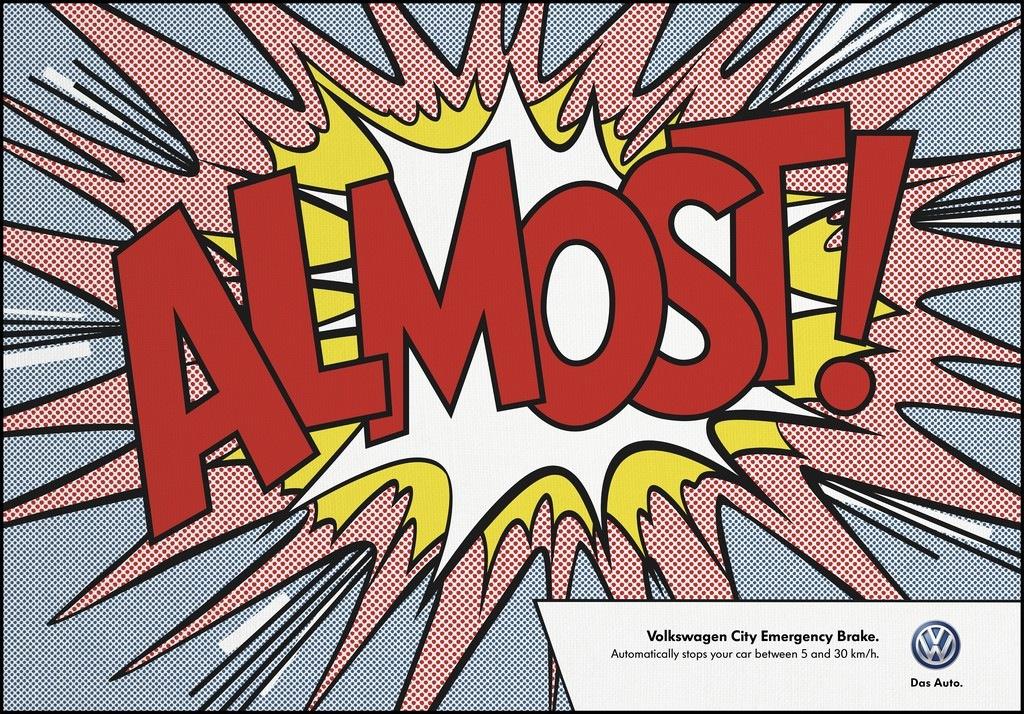
The print campaign itself is focussed on accident avoidance, but does not actually show a car or the road or anything remotely connected with traffic. “Why is that?”, you wonder. But you do not ask. Its line is focussed on the braking capability, and it’s from VW, so they ought to know what they’re doing, you reason.

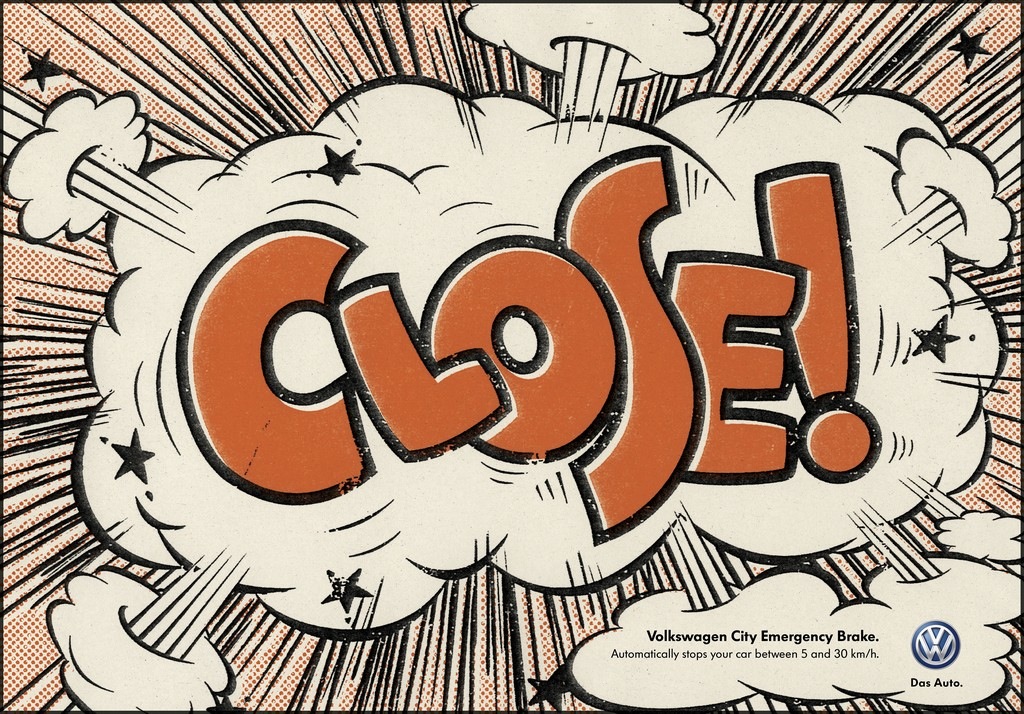
To you this campaign seems very different from other advertising you’ve seen promoting either a car brand or “safe driving”. It doesn’t highlight a specific model, it doesn’t show a car, there’s no mention of specifications or price. Indeed, for a print campaign there’s not much detail.

Print ad text says: *“Volkswagen City Emergency Brake. Automatically stops your car between 5 and 30 km/h”.* Daring and interesting approach, you feel. Or is there more? Something deeper? What is it? Is it relevant?

1. Since VW India expects the same approach to be extended into TV, you decide to capture some essentials of the campaign – FAB and Communications Strategy. This document, you decide, must cover the following:
2. The objective is to build awareness for VW’s Emergency Brake. How is the print ad campaign trying to achieve that objective?
3. What might be the various consumer segments for VW? From them, who is the target consumer?
4. What message is the ad campaign trying to deliver to them?
5. What is the task of communications?

***(Disclaimer: This print campaign from VW exists. The case presented above is entirely fictional, meant only to serve as a test of understanding of key concepts in marcomms.)***

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