

6. (a) Analyze the strengths and weaknesses of each traditional and newer media option for Metro Eats, considering their target demographic and marketing objectives. (12)

(b) Recommend a media mix for Metro Eats, justifying your choices by explaining how each selected medium will contribute to reaching their target audience and achieving their marketing goals. Consider the importance of integrating traditional and newer media approach. (6)

[This question paper contains 8 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 6211

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Unique Paper Code : 2923100011

Name of the Paper : Advertising Management (DSE)

Name of the Course : **B.A. (Hons.) Business Economics**

Semester : VI

Duration : 3 Hours

Maximum Marks : 90

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. This paper contains 2 Sections, **Section A** has 5 Questions, Attempt any 4. **Section B** has a compulsory Case Study Question.

SECTION A

(Attempt any 4)

1. Define advertising and discuss its essential features, using real-world examples to show how these features help inform, persuade, and influence consumer behaviour. Additionally, identify and briefly describe the major types of organizations that are key players in the advertising industry, highlighting their primary functions. (18)
2. (a) Explain how DAGMAR approach can be used to measure the success of an advertising campaign. (9)
- (b) How market strategy and situation analysis contribute to achieving organizational goals through an advertising plan. (9)
3. (a) Differentiate between advertising and publicity. (6)

- (c) Billboards strategically placed near high-traffic areas.

2. Newer Media :

- (a) Social media campaigns.
- (b) Influencer marketing collaborations with local food bloggers and social media personalities.
- (c) Advertising on food-related websites and apps.
- (d) Geo-targeted push notifications through their app.

Metro Eats needs to select the most effective combination of media to maximize its reach, engagement, and ultimately, order volume.

Read the above-mentioned case carefully and answer the following questions :

SECTION B

(Compulsory)

6. Case Study :

“Metro Eats, a rapidly expanding food delivery service, aims to increase its market share in a densely populated metropolitan area. They are targeting a diverse demographic, including young professionals, families, and students. Their marketing budget is moderately flexible, allowing for a mix of advertising strategies.

They are considering a range of media options :

1. Traditional Media :

(a) Local radio advertisements.

(b) Print advertisements in newspapers and magazines.

(b) What are the basic principles applied to advertisements while preparing layouts? Discuss the key differences in layout considerations between print advertisements and television advertisements. (12)

4. A well-known beverage company, long recognized for its classic sugary drinks, is undergoing a major brand transformation. Aiming to reconnect with health-conscious young adults, the company is preparing to launch a new advertising campaign for its latest range of natural, low-calorie drinks. The brand team believes that in today's saturated media landscape, traditional messaging may no longer resonate with younger audiences. To stand out, they are focusing on bold, creative ad concepts that challenge norms and evoke emotional responses.

The team has brainstormed multiple campaign ideas—ranging from humorous and quirky storytelling to visually stunning, minimalist ads—and is now considering how best to evaluate these creative executions before rolling them out nationally. They understand the importance of getting early feedback and plan to measure both the emotional and cognitive impact of the ads, as well as their real-world performance post-launch.

As a student of advertising strategy, you're brought in to assess and advise on the campaign approach.

Based on this scenario, answer the following :

- (a) Explain the role of creativity in advertising and how it can influence the success of a campaign. Support your answer with examples from real-world advertisements.

- (b) Discuss the pre-testing and post-testing techniques used in advertising. How do these techniques differ in their objectives and methodologies, and what insights can they provide to help the beverage brand refine and evaluate its campaign?

(9×2=18)

5. Write short notes on any **three** of the following :

(6×3=18)

- (a) Significance of Advertising
(b) Concept of IMC
(c) Factors affecting choice of media for advertising
(d) Product Placements