

Sl. No. 7535

Unique Paper Code(UPC) : 2923102004 /2923100011

Name of the Paper : Advertising Management (DSE)

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

Semester : IV /VI

Duration : 3 hours

Maximum Marks : 90 Marks

Instructions for Candidates

Write the Roll No. on the top immediately on receipt of this question paper.

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 Questions)

Question 1.

The increase in awareness of consumers about their rights has caused a decrease in the relevance of advertising. Do you agree with the statement. Comment. Also state the role and functions of advertising. (18 marks)

Question 2.

Explain the Hierarchy of Effects Model of advertising. Discuss each stage of the model and examine how it guides the creation of effective advertising communication. Briefly compare it with DAGMAR approach. (12+6 marks)

Question 3.

A creative brief is the backbone of every successful advertising campaign — without it, even the best creative ideas lack direction." In the context of this statement, assume you are an advertising strategist assigned to launch a new energy drink for young professionals, where the client has only expressed a desire to "grow awareness and boost sales." (6×3 = 18 Marks)

- a) What are the essential components of a creative brief that would bring focus and measurability to this campaign?
- b) Define the target audience, key message, and communication tone you would establish for this product.
- c) Propose a creative campaign idea that reflects and flows naturally from your brief.

Question 4.

Define and discuss the concept of Integrated Marketing Communication (IMC). Explain how digital media has transformed IMC strategies. (18 marks)

Question 5.

Write a short note on **any 3** of the following: (6*3 = 18 marks)

- a) Pre and Post Testing in Advertising
- b) Situation Analysis
- c) Methods of setting Advertising Budgets
- d) Advertising Agency

Section B (Compulsory Question)

Question 6.

Lumière Consumer Goods Ltd., a well-established FMCG conglomerate, is preparing to launch its newest product — "PureGlow Naturals" — a premium, ayurvedic-inspired personal care range comprising face wash, moisturiser, and sunscreen. The range is positioned as "Nature's Science, Bottled for You" and targets two distinct consumer segments: health-conscious urban millennials (aged 22–38) seeking chemical-free skincare alternatives, and value-driven homemakers in Tier 2 and Tier 3 cities looking for trusted, affordable daily care solutions.

The product launch is planned as a pan-India campaign spanning 16 weeks, timed to coincide with the pre-summer and summer season — peak demand period for skincare products. Lumière has allocated a significant multi-crore advertising budget and aims to achieve maximum shelf visibility, rapid trial generation, and long-term brand recall in an intensely competitive personal care market dominated by established players like HUL, Dabur, and Himalaya.

As the Head of Advertising Strategy at Lumière Consumer Goods, you are responsible for crafting a media plan that cuts through the clutter, connects authentically with both target segments, and drives measurable business outcomes within the launch window.

Answer the following questions based on the case:

*(6*3 = 18 marks)*

- i. Evaluate and recommend the most suitable media options for the PureGlow Naturals launch campaign. Justify your recommendations with specific reference to the dual target segments — urban millennials and Tier 2/3 homemakers — and explain why your chosen media mix would be more effective than alternatives in the crowded FMCG personal care category.
- ii. As Head of Advertising Strategy, identify and discuss the key criteria you would apply when selecting media for the PureGlow Naturals campaign. Explain in detail how factors influence your media selection decisions in the FMCG context.
- iii. Design a media scheduling strategy for the 16-week PureGlow Naturals launch campaign.