



**MB 116B (N)**

**Third Semester M.B.A. Examination, September 2016  
(New Scheme)  
Course : 16B – ADVERTISING AND SALES PROMOTIONS  
Elective B – Marketing**

Time : 3 Hours

Max. Marks : 80

**SECTION – A**

**(5×3=15)**

1. Answer **any five** sub questions. **Each** question carries **3** marks.
- What is DAGMAR approach ?
  - What is an advertising copy ?
  - Mention three principles of advertising.
  - How to develop media plan ?
  - What is advertising message ?
  - State the drawbacks of online advertising.
  - How does publicity differ from advertising ?

**SECTION – B**

**(4×5=20)**

Answer **any four** questions. **Each** question carries **5** marks.

- Explain types of Advertising Budgets.
- Discuss the problems encountered in selection of advertising media.
- Discuss the role of Government in controlling unethical practices in advertising.
- Discuss the role of Technology in promoting sales.
- Describe the role and functions of advertising agencies.
- Discuss the steps involved in developing IMC programme.

**P.T.O.**



## SECTION – C

(3×10=30)

Answer **any three** questions. **Each** question carries **10** marks.

8. Discuss the various methods of evaluating advertising effectiveness.
9. Sketch out the changing scenario of advertising in India.
10. Explain in detail the socio, legal and global aspects of advertising.
11. Explain the tools and techniques of sales promotion.
12. Discuss the steps involved in personal selling.

## SECTION – D

(1×15=15)

**13. Case Study (Compulsory).**

Johnson & Johnson (J & J) is well known in the United States and the UK for its Johnson's Baby® brand. By the 1990s, the company realized that its expertise in babies' skin might have credibility for other skin care products. Consequently, J&J decided to develop a series of sub-brands under the Johnson name, each targeted at different life stages.

This case study examines how J&J took an advertising campaign for the product Clean and Clear from the USA and transformed its concept to produce a positive effect in the UK market. The first medicated skincare range J&J launched targeted female teenagers. This market consisted of treatment products that help to get rid of existing spots as well as preventative products. The range was launched under the Clean & Clear name, bought from Revlon in 1991. The vision was to make Clean & Clear 'The global leader in female teen skincare'.

J&J targeted female teenagers because they :

- have spots
- use a lot of medicated products
- would grow up to be potential adult buyers of other J & J products.

Clean & Clear was launched in the UK in 1992, following its successful launch in the USA in 1991. In 1992, Clean & Clear was virtually unknown among teenagers.

Therefore, this was effectively a completely new launch to the female teenage consumer. At the time the market was dominated by three brands.

**Questions :**

- 1) How J & J has captured a market growth ?
  - 2) What is the advertisement strategy of J & J Company ?
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