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Register Number:

DATE:

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

**UG –VI SEMESTER**

**SEMESTER EXAMINATION: APRIL 2022**

(Examination conducted in July-August 2022)

**BC DEM 6618 - Advertising and Media Management**

Time- 2 ½ hrs. Max Marks-70

**This paper contains 2 printed pages and four parts**

**Section A**

**I.** Answer ***any five*** of the following                   (**2 x 5 = 10 marks)**

1. Define advertising.
2. List any two roles of IMC?
3. What is advertising design?
4. Give any four examples of outdoor advertising?
5. What is catalogue advertising?
6. Explain media planning?

**Section B**

**II.** Answer ***any three*** of the following                   (**5 x 3 = 15 marks)**

1. Explain the tools used in IMC?
2. Elucidate importance of studying consumer behavior.
3. Describe two advertising campaigns depicting moral appeal.
4. What is television advertising list the merits and demerits of television advertising?

**Section C**

**III.** Answer ***any two*** of the following               (**15 x 2 = 30 marks)**

1. Write a note on DAGMAR approach of advertising and also explain the objectives and criticisms.
2. Explain the concept of situational analysis along with suitable examples.
3. Differentiate between public relations and advertising.

**Section D**

**III. Answer the following                   (15marks)**

1. **Advertising Campaign of Cadbury Dairy Milk**

Cadbury Dairy Milk, the brand which let Indians experience Asli Swad Zindagi Ka (the real taste of life), has taken a high-ground in its advertising after touching the 70 years milestone in the country. Launched in 1948.

The company has come a long way since the 1990s when Indian consumers associated Diary Milk as a product meant for children. To change this, Cadbury came up with a series of campaigns to target the adult group, starting with the 'Real taste of life' campaign, to encourage people to bring out the child in them. Then they moved on to social acceptance theme with the line- 'Those who want to eat, will find a reason for it'. Through this, Dairy Milk was able to gain an acceptance for chocolates among the adult audiences for consumption. It even won a lot of awards for its campaigns which went on to become a huge success; like the ‘Real Taste of Life' campaign. After this, Dairy Milk sought to achieve the difficult objective of replacing the traditional Indian sweets and desserts with their chocolates. For this, Cadbury ran various campaigns under 'Kuch meetha ho jaye' (Let's have something sweet), including two campaigns parallelly - 'Shubh Aarambh' (Auspicious beginning) and 'Meethe mein kuch meetha ho jaye' (Let's have something sweet for dessert).

Today, Mondelez India, the company that owns the brand, has given a fresh spin to its ‘Kuch Meetha Ho Jaaye’ campaign talking about why inherent goodness and generosity is important in our relationships. The recent ad made by advertising agency Ogilvy India, features an elder brother who, out of goodness of his heart, gives up his chocolate in favour of his younger brother.

a) How Cadburys advertising campaigns used to achieve its objectives and bring about the desired change in the behavior of the target audience? (5 marks)

b) What type of advertising appeal has Cadbury used in their campaign and has it been successful? (5 marks)

c) Explore the competitor's point of view, like Nestle and how they could reduce the gap with the leader Cadbury by different advertisement strategies. (5 marks)