

(2.5 Hours)

[Total Marks: 75]

- NB: 1. Read the questions carefully before answering**
2. Figures to the right indicate the full marks
3. Give example when necessary

- Q.1** Answer the following (Any one) 15
- A CASE STUDY**
 Royal Enfield (Eicher Motors Limited), one of the world's oldest global motorcycle brands, intends to release a new campaign to show the world the rebirth of its Classic motorcycle. In the subcontinent, Royal Enfield is a leading brand, and the campaign was made to help further expand its global repertoire. The all-new Classic 350 beautifully combines timeless post-war styling from the heydays of the British motorcycle industry, with an absolutely modern and refined ride experience. It almost feels like riding again for the first time.
 The brief is simple: to increase brand awareness amongst the target group.
- Outline the Communication Plan. 5
 - State the advertising objectives. 4
 - Support your advertising strategy using two IMC tools. 6
- OR**
- B** Discuss the Pitching Process in Advertising. How Advertising Agency gain Clients 15
- Q 2** Answer the following
- Discuss various methods through which Advertising agencies earn revenue. 8
 - Discuss the various types of Advertising Agencies 7
- OR**
- Explain the role of account planner in the advertising campaign planning 8
 - What are the various elements of the Services Marketing Mix 7
- Q 3** Answer the following
- Explain the Gaps Model of Service Quality 8
 - Why Agencies Lose Clients? 7
- OR**
- Discuss the evaluation Criteria in Choosing an Ad Agency 8
 - Explain the Frank Knight theory on the role of uncertainty in Entrepreneurship 7
- Q 4** Answer the following
- Discuss various Stages of a Business Plan? 8
 - What are the objectives of Sales Promotion 7
- OR**
- Discuss various Stages of a Marketing Plan? 8
 - Discuss the Push and Pull strategies 7
- Q 5** Write short notes on any three of the following: 15
- DAGMAR
 - Objectives of Consumer-Oriented Sales Promotion
 - Types of Trade Promotions
 - Means-End Theory
 - Issues in client Agency relationship
