

Program/Sem: T.Y.B.A.M.M.C – Sem - V Course: Agency Management
Program Code: 4000165 Course Code: BAMMC EAAM-1503

Duration: 2 ½ Hour Date: 07 NOV 2025 Max. Marks: 75

Instructions:

All questions are compulsory.
Figures to the right indicate full marks.
Draw neat diagrams wherever necessary.

Q.1.(A) Case Study:

Colgate Palmolive (India) Ltd. intends to launch a multi-media campaign to promote 'Colgate MaxFresh Orange Gel' Toothpaste. Colgate Maxfresh Orange toothpaste contains:

- Menthol that gives intense cooling and super freshness.
- It fights cavities, keeps germs build-up at bay and makes your teeth whiter on continuous use.
- It is an orange gel with cooling crystals that provide intense freshness.

Client Brief:

Create awareness amongst the non-users about the brand's USP of cooling freshness and 24-hour protection from germs.

As a marketing manager of Colgate Max Fresh Orange Gel, prepare the following:

(a) Outline its Communication Plan. (5)
(b) State the advertising objectives. (4)
(c) Create an advertising strategy using two IMC tools. (6)

OR

Q.1.(B) Explain the GAP Model of Service Quality. (15)

Q.2.(a) How does the client evaluate the advertising agency? (8)
(b) What are the stages in the client-agency relationship? (7)

OR

(c) Explain the Account planning process? (8)
(d) How does advertising agency gain new clients? (7)

Q.3.(a) Explain various types of advertising agencies. (8)
(b) Describe briefly various sources of compensation for the advertising agency. (7)

OR

(c) Define Advertising campaign. What are the steps in developing the campaign? (8)
(d) Explain what is Means-End Chain Theory. (7)

Q.4.(a) Define entrepreneurship. What are the characteristics of a successful entrepreneur? (8)
(b) What is a Marketing plan? Describe its process. (7)

(c) Explain the factors influencing the success or failure of an ad agency. (8)
(d) What are the various sources of capital for a start-up? (7)

Q.5. Write short notes on: (Any Three) (15)

(a) Types of Trade Sales Promotion
(b) Social Entrepreneurship
(c) Sampling and Premium
(d) DAGMAR
(e) Advantages of Sales Promotions