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G.L. Bajaj Institute of Management & Research

Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) - 201306

POST GRADUATE DIPLOMA IN MANAGEMENT (2017-19) MID TERM EXAMINATIONS

Paper Name- Advertising, Sales Promotion Management & Digital Marketing
(Paper Code)- PGM-01

Time: 90 Minutes
Max Marks: 20

Note:

1. Writing anything except Roll Number on question paper will be deemed as an act of indulging in unfair means and action shall be taken as per rules.
2. All questions are compulsory in Section A, B & C. Section A carries 1 Case Study with 2 questions, 4 marks each. Section B carries 3 short-answered questions of 2 marks each and Section C carries 2 short-answered questions of 3 marks each.
3. Use relevant corporate examples, wherever possible.
4. Please state the assumptions (if any) clearly.
5. Please use proper Marketing and Advertising terminologies.

SECTION A

[02×04 = 08 Marks]

Please refer to the attached case study **Home Town Innovative “OOH Advertising” Campaign Targeting IKEA** and answer the following questions.

Q. 1: “To develop a sustainable market, Home Town needs to make sure that they keep attracting new customers”. So, do you think this is the right way to do so? Critically examine the **OOH advertising strategy** used by Home Town considering the effectiveness of the overall campaign. What would be the other possible alternatives?

Q. 2: Discuss any two groundbreaking campaigns wherein **innovative** advertising strategies were used by the brands to meet their marketing/ promotional objectives.

SECTION B

[03×02 = 06 Marks]

Q. 3: Discuss DAGMAR Model with the help of an Advertising Campaign of any brand.

Q.4 Marketing Communication has a significant impact on consumer decision making process. Using the purchase of a SUV car as an example, examine the sequence used and likely influences on consumer when making a decision to purchase a SUV Car.

Q.5 “Clarity of an advertising message is more important than the amount spent on it”. Explain with the help of advertising campaigns of two brands.

SECTION C

[02×03 = 06 Marks]

Q. 6: Critically analyze following taglines in 100 words each of their creativity and communication objectives of the brand related to:

- a. JAGO RE
- b. I'M Lovin' It
- c. Think Different

Q. 7: Name one Indian advertising agency, one of its clients and one of the popular campaigns of the agency.