

This question paper contains 3 printed pages.]

Your Roll No.

1979

A

MIB/IV Sem.

**Course 544—INTERNATIONAL ADVERTISING
AND BRAND MANAGEMENT**

Time : 3 Hours

Maximum Marks : 70

*(Write your Roll No. on the top immediately
on receipt of this question paper.)*

Attempt all the five questions.

Attempt all the parts of a question at one place.

Extra credit will be given for precise and to-the-point answers.

1. Briefly answer any four of the following :

- (a) What is 'product extension-communication adaptation' strategy? When is it advisable to use this strategy? Explain, giving suitable examples. 6
- (b) Giving suitable examples, discuss various types of advertising appeals. Which one do you think as the best to use in an ad copy, and why? 8

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Or

(c) Explain the importance of '*brand recall*' over '*brand recognition*' with suitable examples? 6

(d) What is brand leverage and what are its benefits? What are various modes of leveraging a brand? 8

2. Attempt any *two* of the following :

(a) Differentiate between AIDA and 'Hierarchy-of-effects' models of communication.

(b) What are brand identity traps? Explain with examples.

(c) What are the challenges for a brand to become a lasting brand? 7,7

3. (a) Discuss the issue of standardization vs. adaptation in international advertising. Which one do you consider as a better approach, and why? 6

(b) Describe different types of advertising agencies a firm can use for promoting its product in international markets. Also briefly discuss various factors that influence selection of an advertising agency? 8

Or

(c) Discuss various methods of compensating advertising agencies. Which one do you consider as a better approach, and why? 6

- (d) What is media planning? How does a firm go about developing its media plan? Also briefly discuss various media challenges confronting an international advertiser. 8
4. (a) Giving examples, explain the following : 6
- (i) Commodity brands (ii) Core and extended brand identity
- (b) Define brand equity and briefly explain its asset categories and their contribution. Give examples in support. 8
- (c) What is brand value proposition? Explain with examples various categories of brand value proposition. 6
- (d) What is brand identity? Draw David Aaker's brand identity chart and explain elements of identity. Give examples in support. 8
5. Write a detailed note on any *two* of the following :
- (i) Measuring advertising effectiveness
- (ii) DAGMAR approach to international advertising
- (iii) Global brands and barriers to global branding 7,7