

**Code No: MB194C4/19**

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY- GURAJADA  
VIZIANAGARAM**

**MBA IV Semester Regular/Supplementary Examinations, May-2025.  
Advertising and Brand Management**

**Time: 3 Hours**

**Max. Marks: 75**

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*Answer any FIVE Questions One Question from Each Unit  
All Questions Carry Equal Marks*

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**UNIT-I**

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|----|---|---|-----|
| 1. | a | What is Advertising? Discuss in detail about its importance and nature.   | 6 M |
|    | b | List out and explain major advertising decisions and influencing factors. | 6 M |

**OR**

- |    |   |   |     |
|----|---|---|-----|
| 2. | a | Discuss the concept of determining advertising objectives and budget. | 6 M |
|    | b | Elaborate the Communication model and its application in advertising. | 6 M |

**UNIT-II**

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|----|---|--|-----|
| 3. | a | Explain the following in detail.<br>[1] Ad Message.<br>[2] Ad copy.                            | 6 M |
|    | b | “Media planning and scheduling plays very crucial role in an ad success”, critically evaluate. | 6 M |

**OR**

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|----|---|---|-----|
| 4. | a | Explain the following in detail.<br>[1] Advertising through Internet.<br>[2] Ad layout.                           | 6 M |
|    | b | “Creative styles and advertising appeals plays very crucial role in making an effective Ad”, critically evaluate. | 6 M |

**UNIT-III**

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|----|---|--|-----|
| 5. | a | List out and explain the factors affecting “In-house arrangements”.                  | 6 M |
|    | b | Discuss in detail about selection, compensation and appraisal of advertising agency. | 6 M |

**OR**

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|----|---|--|-----|
| 6. | a | List out and explain the factors affecting “using advertising agencies”. | 6 M |
|    | b | Product branding vs. Corporate branding.                                 | 6 M |

**UNIT-IV**

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|----|---|---|-----|
| 7. | a | Discuss in detail about Building brand personality. | 6 M |
|    | b | What are the benefits of Brand extension?           | 6 M |

**OR**

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|----|---|--|-----|
| 8. | a | “Enhancing brand image through sponsorship and even management is very important task”, critically evaluate. | 6 M |
|    | b | Discuss the concept of Brand portfolio.  | 6 M |

**UNIT-V**

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|----|---|--|-----|
| 9. | a | Discuss about managing brand building.                   | 6 M |
|    | b | Explain the concept of Building brands through Internet. | 6 M |

**OR**

- |     |   |  |     |
|-----|---|--|-----|
| 10. | a | Discuss about managing brand loyalty.                                    | 6 M |
|     | b | “Building Indian brands for global markets – Is it necessary?”, discuss. | 6 M |

## CASE STUDY

11

If you stroll down the street and question a random individual, 'Kya chal raha hai?' You are likely to get one of two responses: the obvious condition of circumstances or Fogg Chal Raha Hai. Such was the effect of Vini cosmetics' Fogg body spray promotion. A campaign that has been running for almost 8 years and has become part of the culture, with mentions in national news networks, a play by Gulzar, and a Himachali super hit song. This has genuinely been a grassroots initiative. In a world of ever-changing trends and viral material, Fogg's Kya Chal Raha hai continues to captivate people's attention and devotion today. Without a masculine perspective or the traditional application shot, Fogg chal raha hai established a new syntax for engaging with Indian youths.

Fogg has released its newest campaign, which has a unique spin on Fogg Chal Rah Hai.

Darshan Bhai Patel, CEO of Vini Cosmetics, states, "For some marketing experts, the Fogg chal raha hai campaign may have seemed silly, strange, and maybe questioned on its ROI, while for others it may have been seen as 25-seconds of laugh-off. However, for us, it has been one of the most important levers in expanding and controlling the Indian fragrance business over the last eight years. While the previous campaign was based on market information, the current campaign is driven by consumers' desire to reconnect with their favourite brand." The Womb, the firm that has handled Vini Cosmetics' strategy and creative tasks since 2015, is pleased with how the new campaign is being received.

Kawal Shoor, founder of The Womb, says, "As many concerns as we had before to the launching of the Fogg Chal raha hai campaign in 2015, the way consumers retain the message and utilise it in their daily lives even now validates the campaign's simplicity and success. The campaign's influence on the company and brand has been consistent. The new version of 'kya chal raha hai' will only add to its popularity. According to Akshat Trivedi, director of creative at The Womb, "People embraced the campaign Fogg Chal raha hai, making it a part of their conversations and even whipping up their own unique remixes." We realised we needed to come up with something as remarkable to reclaim their attention. There were several 'what's next' situations, but we made one thing plain from the start: no over-the-top intellectualization. In the most recent campaign, we're bringing back a couple fan-favorite characters, as well as something really unexpected and deliciously mind-boggling that people have probably never seen in advertising. After all, the Fogg method of doing things is usually a bit unusual!"

Renzil D'silva, director of Ignition Films, says, "Working on a Fogg commercial is always important to me. I directed the first leg of the Kya Chal Raha Hai campaign in 2015 and saw the country's response. Fogg Chal Raha Hai is part of the lexicon. I feel that the new advertisements I've working on with my colleagues in crime at The Womb will extend that legacy even further. The scripts are bold, edgy, and infused with Fogg's distinct sense of irreverence. "Making them was like returning home."

### Questions:

[5M X 3 = 15M]

[1] Discuss the pros of the campaign "Fogg Chal Rah Hai".

[2] Discuss the cons of the campaign "Fogg Chal Rah Hai".

[1] Can you make the campaign "Fogg Chal Rah Hai" better?

15M