

Name. _____	Printed Pages:02
Student Admn. No.: _____	

School of Business
Backlog Examination, June 2023
[Programme: MBA (Dual)] (Semester: IVth)

Course Title: International Advertising and Brand Management	Max Marks: 100
Course Code: MSB21T5012	Time: 3 Hrs.

Instructions:	<p>1. All questions are compulsory.</p> <p>2. Assume missing data suitably, if any.</p>
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	K Level	COs	Marks
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SECTION-A (15 Marks)	5 Marks each
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1.	identify and recognize the key components and benefits of the international communication model	K1	CO1	5
2.	Compare and contrast the characteristics of film and television as media platforms.	K2	CO2	5
3.	Identify and discuss the key factors that contribute to the success of Indian brands in global markets. Take the case of brands like Airtel, Tata etc.	K2	CO3	5

SECTION-B (40 Marks)	10 Marks each
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	Explain how social media and digital marketing platforms can be used to support international brand repositioning efforts. Provide a few examples to illustrate your point?	K1	CO4	10
5.	Compare and contrast the strategies used in traditional media advertising versus digital media advertising for promoting Indian products in international markets. Discuss the impact of social media on the consumption and sharing of news?	K3	CO1	10
6.	Evaluate the role of truthfulness and transparency in international advertising, considering the ethical implications of misleading or deceptive advertising practices.	K4	CO2	10
7.	Analyze the key components of the DAGMAR approach and how they contribute to the development of successful advertising campaigns. OR Analyze the factors that should be taken into account when establishing advertising objectives for international markets, including cultural differences, market size, and competition.	K4	CO1	10

SECTION-C (45 Marks)	15 Marks each
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8.	Analyze the factors that influence media selection for advertising campaigns, considering target audience characteristics, media reach, and cost-effectiveness.	K3	CO4	15
9.	Assume that You are the marketing manager of a multinational corporation planning to expand into a new international market. Formulate a plan outlining how you would effectively utilize the services of an advertising agency to create a culturally sensitive and localized advertising campaign that effectively connects with the target audience?	K5	CO4	15
10	Construct a comprehensive brand personality for a nonprofit organization dedicated to environmental conservation. The brand personality should effectively convey the organization's mission, values, and commitment to sustainability, while also inspiring action and garnering support from diverse stakeholders. OR	K5	CO5	15

	<p>Construct a comprehensive strategy as a creative director to determine the most suitable creative style and advertising appeal for the launch of a new product. The strategy should be tailored to target a specific consumer segment, considering factors such as demographics, psychographics, and consumer preferences.</p>			
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