

**M.B.A. (CSN) (Sem.-IV) Examination
Creative Planning and Research
May-2017**

Time : 3 Hours}

[Max. Marks : 70

Instructions:

1. Figures to the right indicates full marks
2. Practical example from real corporate may be given wherever possible.

1. Answer following questions (any five) (10)

1. Discuss the importance of market research for account planning.
2. Discuss briefly the points to be considered in order to design an effective message.
3. Discuss the points to help a person evaluate an idea better
4. What are the changing habit of Indian shopper
5. How shopping seasons help influence marketing planning
6. In store behavior of Asian shoppers help which type of industries

2. Answer following questions (20)

1. What are the challenges associated with the Bottom of the Pyramid segment for a Company looking to market its products?
2. Identify the different ways of segmenting a market for following product
 - 1) a smart phone
 - 2) ready to eat breakfast cereal
 - 3) Ladies hand bags
 - 4) fashion accessories for young student

3. Answer following questions (any FOUR) (20)

1. What is quantitative market research?
2. What is a research brief?
3. What are Similarities Between Traditional Account Planning and creative direction.
4. Define the term 'creative strategy' in relation to an advertising message.
5. Explain Nominal Scale, Ordinal Scale, Interval Scale, and Ratio Scale in detail.

4. GIVING EXAMPLE OF ANY PRODUCT OF YOUR CHOICE DISCUSS ALL THE (20) STEPS REQUIRED IN DEVELOPING EFFECTIVE MARKETING COMMUNICATION CAMPAIGN
