



SOMAIYA

VIDYAVIHAR UNIVERSITY



Somaiya School of Humanities and Social Science

QUESTION PAPERS

BRANCH: Bachelor of Arts (Mass Communication & Journalism) – BAMCJ	SEM: VI
ATKT	JUN-2025

Sr. No.	Subject	Available
1.	131U08V602 – Advertising Agency Management	✓
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ATKT June 2025
TY BAMCJ Sem VI
Advt. Agency Mgt

April 2025		
Examination: End Semester Examination (UG Programmes)		
Programme code: 08 Programme: BAMCJ	Class: TY	Semester: VI
Name of the Constituent College: S K Somaiya		Name of the Department- Mass communication
Course Code: 131U08V602	Name of the Course: Advertising agency management	
Duration : 2 Hr.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary 3)		

Question No.		Max. Marks	CO
Q.1	<p>Case study:</p> <p>Sony, a Japanese brand is known as popular electronic brand. Sony's laptop brand VAIO was very popular. But, unfortunately the company withdrawn the brand in the year 2014. VAIOs may look light and thin, but they are built to take a beating too. The Carbon Fiber materials give the laptop an almost unearthly feel as it is both super light and unyielding. The customers were loaded with unrequested software. The customers were not in favour of that. The market had lot of options like HP, Dell, Samsung and Apple which were equally better. The brand could not stand competition.</p> <p>In the year of 2025, Sony once again wants to bring the brand VAIO in the market. The entry is not easy though the brand is quite established due to coemption in the market and availability of the cost effective laptops by competitive brands.</p> <p>Sony is your client. As an account planner prepare advertising campaign for Sony.</p> <ol style="list-style-type: none"> 1. Outline the communication plan. 2. State the advertising objectives. 3. Create advertising strategy using any two IMC tools. 	<p>(15)</p> <p>(05)</p> <p>(05)</p> <p>(05)</p>	CO2
Q.2	<p>A. Elaborate Means-End theory. Discuss 3 aspects of Means-end theory. Discuss MECCAS model along with suitable examples.</p> <p>OR</p> <p>B. Define ad agency. Discuss the history of ad agency with its functions.</p> <p>C. Discuss the role of account planner in advertising agency.</p>	<p>(15)</p> <p>(08)</p> <p>(07)</p>	CO2 CO1 CO3
Q.3	<p>A. Illustrate the 7 Ps of service. Explain GAP model of service quality with suitable diagram.</p> <p>OR</p> <p>B. Discuss various reasons for the growth of sales promotions over time.</p> <p>C. Explain push and pull strategy or combination strategy by marketers to increase the growth and distribution</p>	<p>(15)</p> <p>(08)</p> <p>(07)</p>	CO2 CO2 CO2

Q.4	<p>Write short notes. (Any 3 out of 5)</p> <ol style="list-style-type: none"> 1. Means-end theory 2. Specialised ad agency 3. Methods of gaining clients in ad agencies 4. Need of the advertising objectives 5. Any 2 Agency remuneration method 	(15)	CO2 CO1 CO3 CO1 CO1