

# AR17

**Code: 17MBA4002**

**SET-2**

**ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT, TEKKALI  
(AUTONOMOUS)**

**II MBA IV Semester Regular Examinations, April-2019  
ADVERTISEMENT AND BRAND MANAGEMENT**

**Time: 3 Hrs**

**Max. Marks: 60**

**Answer any Five questions  
All questions carry EQUAL marks  
Question No. 8 is Compulsory**

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|----|--|-----|
| 1. | a) Explain importance of Advertising in detail.  | 6M  |
|    | b) Discuss functions of Advertising in detail.   | 6M  |
| 2. | a) Write about AIDA model in advertising.  | 6M  |
|    | b) What is an advertising appeal? Write about different types of appeals.                                      | 6M  |
| 3. | Elaborate various media mix decisions in advertising.  | 12M |
| 4. | Explain in detail about creative strategy and message development.   | 12M |
| 5. | Discuss the role of digital media in advertising.  | 12M |
| 6. | Write a short note on the following.<br>[a] Brand Personality.<br>[b] Brand Loyalty.<br>[c] Umbrella Branding. | 12M |
| 7. | Explain in detail about the concept of Green Brand Equity.   | 12M |

8.

**CASE STUDY:**

12M

THE ING group has indicated that it will wait for the terms and conditions of the Government before taking any decision on increasing its stake in the domestic banking and life insurance arms. The group holds 44 per cent stake in ING Vysya Bank and 26 per cent stake in the ING Vysya Life Insurance Company. Reacting to the Government's proposal to permit 74 per cent foreign stake in private sector banks, Mr. BartHellemans, Managing Director and CEO, said: "We do not know the terms and conditions of this proposal. We will Page 3 of 3 wait till then. I have no specific comment to make on the proposal", Mr. Hellmans was speaking to newsmen on the launch of a common branding of all financial services arms, including the ING Mutual Fund.

Through common branding, the group plans to project its global reach and prowess in managing money for customers worldwide. The ING Vysya will offer an integrated financial solutions package to all customer in the country. The corporate campaign will attempt to create greater awareness of ING Vysya, which operates in the country through a 500 branch network in 300 centers. This is the first time that the group is conducting such an integrated campaign throughout the country after it assumed majority control in Vysya Bank and followed it up with a change in the bank's name. So far, the bank has been leveraging on the brand created by the 72-year-old parent. The campaign will also focus on creating the awareness of the changes in the group and its new image as an international financial services provider. The bank currently has a customer base of about two million, deposit base of close Rs. 10,000 crores and investments equivalent to Rs. 5,000 crores as of the first half of the fiscal.

Questions for Discussion:

- (a) Comment on the promotion strategy of ING Vysya group for all financial services.
- (b) Observe some of the advertising of the group including ING Vysya Bank. Analyse.
- (c) Design and Draw a print advertisement for BPCL Retail ING Vysya Bank Outlet.

# AR16

**Code: 16MBA4001**

**SET-2**

**ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT, TEKKALI  
(AUTONOMOUS)**

**II MBA IV Semester Supplementary Examinations, April-2019  
BUSINESS ETHICS AND CORPORATE GOVERNANCE**

**Time: 3 Hrs**

**Max. Marks: 60**

**Answer any Five questions  
All questions carry EQUAL marks  
Question No. 8 is Compulsory**

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|----|----|---|----------|
| 1. | a) | Explain the Importance of Business Ethics.                                    | <b>6</b> |
|    | b) | State the Principle of Karma Yoga.  | <b>6</b> |
| 2. | a) | Distinguish between Teleological Theory – Deontological Theory.               | <b>6</b> |
|    | b) | Explain the Challenges in Ethical Decision Making .                           | <b>6</b> |
| 3. | a) | Define Insider Trading examine in detail the process of Insider Trading.      | <b>6</b> |
|    | b) | Critically analyze Advertisement Ethics.                                      | <b>6</b> |
| 4. | a) | Explain the different forms of Sexual Harassment at work place.               | <b>6</b> |
|    | b) | Write a note on Corporate Citizenship.  | <b>6</b> |
| 5. | a) | Bring out various Investors‘ Problems on pre-issue and post-issue activities. | <b>6</b> |
|    | b) | Discuss the Various Dimensions of Social Responsibility.                      | <b>6</b> |
| 6. | a) | Explain the Role of Ethics in Decision Making.                                | <b>6</b> |
|    | b) | Discuss Duties and responsibilities of Auditors.                              | <b>6</b> |
| 7. | a) | Critically evaluate different Issues involved in Corporate Governance.        | <b>6</b> |
|    | b) | Name Various Committee Reports on Corporate Governance.                       | <b>6</b> |

**Clare Bartlett**

SDX Alliance is a large company that sells computers, computer components, and software. Ralph is hired as an entry-level software engineer at SDX Alliance. His first project was to assist in writing the code for SDX Alliance's new hard disc controller. He had previously worked on a similar system interning at a start-up and had written a code which greatly enhanced the performance of their product. Ralph quietly re-uses this same code in the SDX Alliance product, and does not think to tell anyone that he has used the code from his last job. His manager is thrilled with the speed improvements this code brings to the product.

Before the product is released, it has to undergo a four-month long quality assurance process review. During the review of the product, it was found the code which Ralph developed had been copyrighted by the startup he had previously worked for. Even though Ralph had developed the code, his previous company still owned the intellectual property rights to it.

When his manager informed Ralph of the problem, Ralph admits he did not realize he had made a mistake because he was not familiar with copyright laws. Ralph then goes on to explain that the start-up he used to work for is now out of business and is unsure if SDX Alliance would be able to get in contact with the owner of the copyright. If SDX Alliance can't use Ralph's code, then it will have to rewrite the entire code of the product, delaying its release by many months.

**Questions**

Explain the copy right Issue?

What should they do?