



Register Number:
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ST. JOSEPH'S COLLEGE (AUTONOMOUS), BANGALORE – 560027
MA ADVERTISING AND PUBLIC RELATIONS – III SEMESTER
SEMESTER EXAMINATION, NOVEMBER 2020
APRADS9419 – ACCOUNT PLANNING & ANALYTICS

TIME: 1 1/2 HRS

MAX MARKS: 35

This paper contains TWO printed pages AND FOUR parts

I. Each multiple question carries the same marks, ie, two, whether the number of correct answers are one or many. Therefore, if one question has one correct answer, that answer gets two marks; if another question has, say, four correct answers, each of those answers gets 0.50 marks. Mark your answers in the answer script (2 x 5 = 10)

1. Select all that are relevant out of the provided options. Account Planning is also called,

- a. Strategic Account Planning
- b. Brand Planning
- c. Strategic Planning
- d. Media Planning

2. Select all that are relevant in the context of brands:

- a. They are legal assets
- b. They require strategic management
- c. They have relevance to analysts and investors
- d. They help make a business more predictable
- e. They help a business recover faster post a crisis

3. Which of the following is **NOT** the definition of "Messaging" in the realm of Brand and Account Management?

- a. Short messages with advertising content sent to mobile phones of potential customers
- b. The visual, auditory or text content used to communicate with prospective customers
- c. The core communication that compels prospective customers to act in your favour

4. Information gathered from previously conducted studies is referred to as,

- a. Quantitative Research
- b. Market Research
- c. Secondary Research
- d. Ad-Hoc Research

5. A customer who endorses your brand without a fee is,

- a. A key customer
- b. A believer
- c. An advocate

d. A brand ambassador

II. Fill in the blank. Mark your answers in the answer script (2 x 5 = 10)

6. "RTB" in Account Planning parlance stands for.....
7. "Actionable data" is also referred to as an
8. A promise of value expected to be delivered to customers is
a.....
9. A recruited interviewee in the context of research is a
10. A metric that measures effort or input (such as number of posts published or number of calls made) is a

III. Answer the following questions in one or two sentences. (5 X 4 = 20)

11. What is Brand Equity?
12. What is a Creative Brief?
13. What is Tone of Voice?
14. What is Unaided awareness?

IV. In 150 words, answer **ANY TWO** questions provided below. Wherever relevant, use examples to provide additional clarity. (15 x 2=30)

15. What is the role and relevance of data and analytics in Account Planning?
16. Explain through three examples, the ways in which brands create economic value for its owners.
17. Explain the role of, relevance, differentiation and credibility in building Brand Engagement.
18. What is the linkage between brand and business?

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