

(i) Printed Pages : 2 Roll No.

(ii) Questions : 14 Sub. Code :

| | | | |
|---|---|---|---|
| 0 | 8 | 9 | 8 |
|---|---|---|---|

Exam. Code :

| | | | |
|---|---|---|---|
| 0 | 0 | 2 | 6 |
|---|---|---|---|

Bachelor of Business Administration 6th Semester

1059

ADVERTISING AND BRAND MANAGEMENT

Paper-BBA-325

Time Allowed : 3 Hours]

[Maximum Marks : 80

Note :- (1) Attempt any **four** questions from Section A. Each question carries **5** marks.

(2) Attempt any **two** questions from Section B. Each question carries **15** marks.

(3) Attempt any **two** questions from Section C. Each question carries **15** marks.

SECTION—A

1. Meaning of advertising.
2. DAGMAR approach.
3. Meaning of media scheduling.
4. Brand vs Generics.
5. What is brand equity ?
6. Need for brand repositioning.

SECTION—B

7. Discuss the various types of advertisements. What is the role of advertisements in the promotion mix ?
8. Highlight the role of advertising in social and economic development.
9. How would you determine advertising budgets ? Explain the various methods.
10. Discuss the various types of advertising media with the help of suitable examples.

SECTION—C

11. What is the importance of branding ? Discuss the various branding challenges and opportunities.
12. Explain the various methods of measuring brand equity in detail.
13. Discuss the measures and formulation of brand personality.
14. What is the importance of celebrity endorsement in brand positioning ? Explain the strategies for gaining competitive advantage through brand positioning.