

(i) Printed Pages : 2

Roll No.

(ii) Questions : 14

Sub. Code :

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Exam. Code :

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Bachelor of Business Administration 6th Semester
1048

ADVERTISING AND BRAND MANAGEMENT
Paper-BBA-325

Time Allowed : Three Hours]

[Maximum Marks : 80

- Note :—** (1) Attempt any **four** questions from Section A. Each question in Section A carries **5** marks. (Total marks for Section A : **20** marks)
- (2) Attempt any **two** questions from Section B. Each question in Section B carries **15** marks. (Total marks for Section B : **30** marks)
- (3) Attempt any **two** questions from Section C. Each question in Section C carries **15** marks. (Total marks for Section C : **30** marks)

SECTION—A.

1. What are the various types of advertisements ?
2. How does advertising help in social and economic development ?
3. Explain DAGMAR approach.
4. Explain the concept of brand evolution ?
5. Explain the concept of brand loyalty.
6. What do you mean by brand extension ?

SECTION—B

7. What do you mean by Ethics ? Explain the role of ethics in Indian advertising.
8. What is advertising planning and strategy ? Explain with suitable examples.
9. What is media planning ? What are the key factors influencing media planning ?
10. What is advertising effectiveness ? How can advertising effectiveness be measured ?

SECTION—C

11. What do you mean by a brand ? Explain the concept of a brand life cycle.
12. Explain the Aaker model.
13. What is brand equity ? How can brand equity be measured ?
14. What are celebrity endorsements ? What are the advantages and disadvantages of celebrity endorsements ?