

(i) Printed Pages : 2

(ii) Questions : 14

Roll No.

Sub. Code :

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Exam. Code :

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Bachelor of Business Administration 6th Semester

(2053)

ADVERTISING AND BRAND MANAGEMENT

Paper : BBA-325

Time Allowed : Three Hours]

[Maximum Marks : 80

Note :— (1) Attempt any *four* questions from Section-A.

(2) Attempt any *two* questions from Section-B.

(3) Attempt any *two* questions from Section-C.

SECTION—A (Marks : 4×5 = 20)

1. Role of advertising in creation of new markets.
2. DAGMAR approach.
3. Dominance of Digital advertising.
4. Challenges of creation of a Brand.
5. Concept of Brand Evaluation.
6. Brand Personality v/s Brand Equity.

SECTION—B (Marks : $2 \times 15 = 30$)

7. 'Advertising is a double edged sword', do you agree ? Justify your answer with examples.
8. What is advertising appropriation ? What are the methods adopted by an MNC to prepare an advertising appropriation plan ?
9. Explain in detail media scheduling strategies while choosing different mediums of advertising.
10. Can ethics and advertising go hand in hand in today's world of cut throat competition ? Justify your answer.

SECTION—C (Marks : $2 \times 15 = 30$)

11. How branding process strengthens and helps in extension of a company ?
12. What is brand pyramid ? Does branding provide any differential advantage to the advertiser ?
13. What is brand loyalty ? How a marketer can sustain it in long run ?
14. What is Brand Repositioning ? Explain its strategies with examples.