

(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
(2054)**

ADVERTISING AND BRAND MANAGEMENT

Paper : BBA-325

Time Allowed : Three Hours]

[Maximum Marks : 80

Note :—Attempt any **FOUR** short answer type questions from Section A. Each question carries 5 marks. Attempt any **TWO** questions each from Section B and Section C. Each question carries 15 marks.

SECTION—A

1. What do you mean by advertising media ?
2. Discuss the role of ethics in advertisement.
3. Explain the role of IMC.
4. Distinguish between brand and generics.
5. What are brand extensions ?
6. Explain AAKAR brand identity model.

SECTION—B

7. How do you measure advertising effectiveness ? Explain in detail the various techniques of effectiveness.

8. What is your opinion whether advertising expenditure is beneficial to consumer or not ?
9. Explain cognitive dissonance in detail with relevant examples.
10. What are different dimensions of advertising strategies ? Explain in detail.

SECTION—C

11. Distinguish between brand identity and brand image. Also explain various brand attributes that contribute to brand identity.
12. Discuss the various level of brand loyalty. What can be done by the marketers to make sure that they remain loyal to brand ?
13. What is brand re-positioning ? What are the re-positioning strategies that make it successful ?
14. What are the celebrity endorsements ? Elaborate with examples the various problems and guidelines of celebrity endorsements.