

2071

Bachelor of Business Administration

Sixth Semester

BBA-325: Advertising and Brand Management

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt four short answer type questions from Section–A. Attempt two questions each from Section B and C respectively.

x-x-x

Section – AI. Attempt any four of the following:-

- a) Media strategy is dependent on creative strategy. Do you agree? Explain your argument.
- b) Advertising is all about laying with the emotions of audience. Do you agree? Explain your argument.
- c) Elaborate on various types of Visuals used in advertisements.
- d) Discuss points of parity and points of difference.
- e) Briefly explain ROBI-Return On Brand Investment.
- f) What are the criteria for choosing brand elements to build brand equity. (4x5)

Section - B

- II. Elaborate the role of advertising in marketing mix. What are the challenges faced by advertisers in the age of Globalisation. (15)
- III.
 - a) Explain different types of internet .Examine the modern challenge of advertising through Internet.
 - b) Explain the importance of DAGMAR approach. (15)
- IV. Explain the essentials of a good advertising copy. Explain various methods of copy testing. (15)
- V. Explain the different methods of determining advertising budget along with their merits. (15)

P.T.O.

(2)

Section - C

- VI. What are the various benefits of brand? What are the economic and social implications of Branding? "Brand loyalty is an asset." Discuss. (15)
- VII. Explain the concept of brand equity with special reference to COST BASED, PRICE BASED and CUSTOMER BASED EQUITY. Outline Keller's model of brand equity. (15)
- VIII. Discuss in detail the relationship between brand and product. Explain the different types of branding strategies with suitable examples. (15)
- IX. a) Explain the brand positioning strategies with suitable examples.
b) Discuss the advantages and disadvantages of celebrity endorsement for a brand use an example. (15)

x-x-x