

(i) Printed Pages: 3

Roll No.

(ii) Questions : 9

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Exam. Code :

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Bachelor of Business Administration 6th Sem.

(2042)

ADVERTISING AND BRAND MANAGEMENT

Paper : BBA-325

Time Allowed : Three Hours]

[Maximum Marks : 80

Note :— (1) Section-A is compulsory. Attempt any **FOUR** questions. Each question carries 5 marks in Section A.

(2) From Sections B and C **TWO** questions are compulsory. Each question carries 15 marks.

SECTION—A

1. Attempt **four** questions :—

- (i) How do direct-response advertising and direct mail advertising differ ?
- (ii) Write about the types of headlines and its functions.
- (iii) What is transit advertising ? Discuss its pros and cons.
- (iv) Explain the term 'Brand Prism'.
- (v) Explain brand essence through the laddering effect.
- (vi) Brands are born out of various strategies. Comment.

SECTION—B

2. Elaborate the role of advertising in marketing mix. Discuss the role of advertising in Integrated Marketing Communication Process of any organization.
3. (A) What are the various media available for an advertiser in today's world ?
(B) As a media planner your task is to develop a media plan for a new cough syrup, to be sold as a non prescription drug. Outline your media plan, explaining the criteria for media selection and media scheduling.
4. Explain how the recent recession has affected the Advertising industry and suggest ways and means to overcome this crisis. Explain what sort of advertising message can we create to make the public buy goods and services at this time when people do not have purchasing power.
5. (A) What are the different legislations regarding the content and dissemination of advertising message ?
(B) Explain how social and ethical considerations affect the development of advertising campaign.

SECTION—C

6. What do you mean by 'brand equity' and also explain different methods to measure brand equity ?
7. Enumerate the advantages and disadvantages of brand extensions. Elucidate the levels of brand pyramid and its significance to marketers.

8. India is a land of rich cultural diversity, which gives birth to positioning and incorporation of many promotional strategies for plethora of product categories. Do you agree with the above given statement ? If yes, explain by selecting one state of India which has been used as a positioning and promotional platform clearly mentioning brands, product categories and advertisement to support your answer.
9. (A) Bring out the importance of Branding from the perspectives of consumer and manufacturer.
- (B) List the potential problems of celebrity endorsement. Give some examples.