

(i) Printed Pages : 2

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(ii) Questions : 14

Sub. Code : 

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Exam. Code : 

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**Bachelor of Business Administration 6<sup>th</sup> 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 : 2×15 = 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 : 2×15=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.