

(i) Printed Pages : 3]

Roll No.

(ii) Questions : 9]

Sub. Code :

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Exam. Code :

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**Bachelor of Business Administration
6th Semester Examination**

1047

ADVERTISING AND BRAND MANAGEMENT

Paper : BBA-325

Time : 3 Hours]

[Max. Marks : 80

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

(ii) From Section B and C *two* questions are compulsory. Each question carries 15 marks.

Section-A

1. Attempt *four* questions :

- (i) A brand extension is the common phenomenon in the brand market. Illustrate the need for brand extension.

- (ii) Explain brand pyramid and brand life cycle.
- (iii) Explain brand identity and brand personality.
- (iv) Explain the “Objective and Task” method of preparing advertising budget. What are its merits and demerits ?
- (v) Discuss the various aspects of message strategy in brief.
- (vi) Define advertising agency. Discuss the role of advertising agencies in the advertising industry.

Section-B

- 2. Explain the various types of Advertising ? Discuss the role and importance/benefits of advertising for manufacturers, middlemen salespersons and customers.
- 3. What do you mean by DAGMAR ? Explain the characteristics of advertising objectives given in the DAGMAR approach and also explain the criticism of DAGMAR.

4. Why does Advertising Manager evaluate the effectiveness of advertising ? Discuss methods of measuring ad effectiveness.
5. Explain the steps involved in advertising planning process. Discuss various types of advertising appeals.

Section-C

6. Discuss in detail the relationship between brand and product. Explain the branding challenges and opportunities in a competitive marketing environment.
7. What is Brand Equity ? Explain the sources of brand equity. Discuss the methods to measure brand equity.
8. What are the guidelines for brand positioning ? Discuss the advantages and disadvantages of celebrity endorsement for a brand. Use an example.
9. Discuss the various levels of brand loyalty. What can be done by the marketers to make ensure than they remain brand loyal ? What are brand loyalty programmes ?