



**WEST BENGAL STATE UNIVERSITY**  
BBA Honours 6th Semester Examination, 2021

**BBAADSE09T-BBA (DSE3/4)**

**IMC AND BRAND MANAGEMENT**

Time Allotted: 2 Hours

Full Marks: 50

*The figures in the margin indicate full marks.  
Candidates should answer in their own words and adhere to the word limit as practicable.*

**GROUP-A**

1. Answer any **five** from the following questions: 2×5 = 10
- (a) What is IMC?
  - (b) Define marketing communication.
  - (c) Define Advertising.
  - (d) What is brand knowledge?
  - (e) What is sales promotion?
  - (f) What is media planning?
  - (g) What do you mean by media budget?
  - (h) Define Brand Equity.
  - (i) What is Brand?
  - (j) Define Product.
  - (k) What do you mean by brand building?
  - (l) What do you mean by advertising campaign?
  - (m) What is sampling?
  - (n) What do you mean by celebrity endorsement?
  - (o) What is Market segmentation?
  - (p) Define co-branding.

**GROUP-B**

2. Answer any **four** questions from the following: 5×4 = 20
- (a) Distinguish between Push strategy and Pull strategy.
  - (b) Write a short note on POP display.
  - (c) Difference between PR and Publicity.

- (d) Write a short note on Direct Marketing.
- (e) Explain the different types of media planning.
- (f) What are the legal and ethical aspects of advertising?
- (g) Describe the role of corporate advertising.
- (h) Explain the steps of media planning.
- (i) How to measure an IMC performance?
- (j) Explain the strategic brand management process.
- (k) What are the different elements of a brand?
- (l) How to develop a media plan?

### GROUP-C

3. Answer any *two* questions from the following: 10×2 = 20
- (a) Describe the pre-testing and post-testing methods of measuring advertising effectiveness. 10
  - (b) What are the regulations regarding legal and ethical aspects of advertising? 10
  - (c) What do you mean by advertising strategy? Write a short note on deceptive and misleading of advertising. 2+8
  - (d) What are the different sources of brand equity? Write a short note on brand vs. product. 5+5
  - (e) What is brand portfolio? Explain the steps of a brand building. 2+8
  - (f) Define Branding (with example). What are the criteria for choosing brand elements? 3+7
  - (g) What is brand value chain? Explain the different strategies of a product. 2+8
  - (h) Discuss about different pricing strategy. 10

**N.B. :** *Students have to complete submission of their Answer Scripts through E-mail / Whatsapp to their own respective colleges on the same day / date of examination within 1 hour after end of exam. University / College authorities will not be held responsible for wrong submission (at in proper address). Students are strongly advised not to submit multiple copies of the same answer script.*

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