

(i) Printed Pages : 2

Roll No.

(ii) Questions : 14 Sub. Code :

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Exam. Code :

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**Bachelor of Business Administration 6th Semester
(2055)**

ADVERTISING AND BRAND MANAGEMENT

Paper : BBA 325

Time Allowed : Three Hours]

[Maximum Marks : 80

Note :— Attempt any **FOUR** short answer type questions from Section–A. Each question carries **5** marks. Attempt any **TWO** questions each from Section–B and Section–C. Each question carries **15** marks.

SECTION—A

1. Explain the meaning of advertising agency and its role.
2. Explain brand pyramid and brand life cycle.
3. Explain the DAGMAR approach.
4. Elaborate various types of visuals used in advertisement.
5. What is brand repositioning ?
6. Explain AAKAR brand identity model.

SECTION—B

7. How do you measure advertising effectiveness ? Explain in detail the various techniques of effectiveness.
8. What is the role of advertising in social economic development ?
9. Explain essentials of good advertisement copy. Explain various methods of copy testing.
10. Explain the various steps in advertising planning process.

SECTION—C

11. Explain various benefits of brand and social implications of branding.
12. Discuss the various level of brand loyalty. What can be done by the marketers to make sure that they remain loyal to brand ?
13. What are the guidelines of brand positioning ? Discuss the advantages and disadvantages of celebrity endorsement of brand.
14. Discuss the various methods of measuring brand equity in detail.