

(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
(2056)**

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. Describe the communication process in advertising with diagram.
2. Briefly explain brand equity and its components.
3. What are media planning and its key objectives?
4. Explain the DAGMAR approach in advertising.
5. Explain brand identity and brand personality.
6. Explain brand loyalty.

SECTION-B

7. Discuss the evolution and growth of advertising in India. Explain its impact on business and society.
8. Discuss role, functions and structure of an advertising agency.
9. Discuss the ethical issues in advertising. Suggest measures to ensure responsible advertising.
10. Explain the various steps in advertising planning process.

SECTION-C

11. Discuss the process of brand building. Explain the steps involved in creating a strong brand.
12. What is brand positioning? Explain various positioning strategies.
13. Discuss the strategies for brand extension and brand revitalization.
14. Discuss the challenges in brand management in the competitive market.