

Total No. of printed pages = 2

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(11/3) 2021

M.B.A. 3rd Semester End-Term Examination

BRAND MANAGEMENT AND ADVERTISING

(New Regulations & New Syllabus w.e.f. 2017 – 2018)

Full Marks – 70

Time – Three hours

The figures in the margin indicate full marks
for the questions.

Answer question No. 1 and any *four* from the rest.

1. Answer the following : (10 × 1 = 10)
- (i) The word brand is derived from the Old Norse word *brandr*, which means
 - (ii) _____ is the act of designing the company's offer and image so that it occupies a distinct and valued place in the target customer's mind.
 - (iii) _____ are those associations designed to negate competitors' point of difference.
 - (iv) The _____ for a firm tells marketers which brand names, logos, symbols, and so forth to apply to which new existing products.
 - (v) The _____ is a structured approach to assessing the sources and outcomes of brand equity and the manner by which marketing activities create brand value.
 - (vi) _____ developed the AIDA Model.
 - (vii) _____ advertising is defined as a communication that aims at raising money from primary or secondary market.
 - (viii) The concept of brainstorming was introduced in the year _____ by Osborn.

[Turn over

- (ix) In _____ method of setting advertising budget, the advertiser allocates an amount on the basis of judgment or experience.
- (x) A _____ is an advertising agency established by a company to look after its advertising requirements.
2. (a) Define the term Brand. What is the difference between a brand and a product? (2 + 5 = 7)
- (b) Identify and discuss some of the recent developments that have significantly complicated marketing practices and pose challenges for brand managers? (8)
3. (a) 'Arriving at the proper positioning requires establishing the correct points of difference and points of parity associations' – Explain the statement with help of a suitable example? (8)
- (b) Define Brand Mantra and explain the process of designing Brand Mantra. (2 + 5 = 7)
4. (a) Explain the various stages and the linking factors in the Brand Value Chain. (10)
- (b) 'Brand architecture defines both brand boundaries and brand complexity' – Explain the Brand-Product Matrix in the context of the above statement. (5)
5. (a) Define Advertising. Discuss the various types of advertising with example. (2 + 6 = 8)
- (b) Explain the common methods of setting advertising budget. (7)
6. (a) Define creativity in advertising. Briefly explain the methods advertising agencies adopt to generate and shape creative ideas. (2 + 5 = 7)
- (b) Elucidate the various kinds of appeals that are used in ad campaigns with appropriate example. (8)
7. Write short notes on (any *three*): (3 × 5 = 15)
- (a) Color Psychology
- (b) Internal Branding
- (c) Media Planning
- (d) Brand Reinforcement

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Azara, Matkrajwara,
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