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BA 17230 M 1

Roll No. of candidate

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2021

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

Business Administration

BRAND MANAGEMENT AND ADVERTISING

(New Regulation and New Syllabus)

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) A _____ is a short three to five words phase that captured the essence or spirit of the brand.
 - (ii) A _____ accurately portrays in detail all salient brand associations and responses for a particular target market.
 - (iii) _____ is a structures approach to assessing the sources and outcomes of brand equity and the manner by which marketing activities create brand value.
 - (iv) Brand Equity can be reinforced by marketing actions that consistently convey the meaning of the brand to consumers in terms of _____ and Brand Image.
 - (v) The _____ strategy helps consumers understand how various brands in portfolio can satisfy their needs as they change over time or as the product and brand themselves change over time.
 - (vi) _____ developed the DAGMAR Model.
 - (vii) _____ advertising aims at inviting the local population to the store where a variety of merchandise can be purchased.
 - (viii) In 1940, _____ came out with the concept of 'Unique Selling Proposition'.

[Turn over

- (ix) A _____ agency provides a whole range of services to clients, both advertising and non-advertising.
- (x) The life cycle of the agency- client relationship from the perspective of the client includes four stages, namely _____, development, maintenance and termination.
2. (a) Define Branding? Explain some of the recent developments that have significantly complicated marketing practices and pose challenges for brand managers? (1 + 7 = 8)
- (b) What is Brand Mantra? Elaborate the process of designing brand mantra with the help of an example? (1 + 6 = 7)
3. (a) Define brand value chain? Explain the stages and the linking factor in the brand value chain? (2 + 8 = 10)
- (b) What are the key issues in arriving at the optimal competitive brand positioning? (5)
4. (a) Explain the term brand reinforcement? What are the important considerations concerning brand reinforcement? (2 + 6 = 8)
- (b) "Managers must consider the role of different brands in the portfolio and the relationships over time"- Explain the statement with a suitable example? (7)
5. (a) Discuss any four advertising types along with their function? What are the various kinds of advertising agencies and how are they different from each other? (4 + 4 = 8)
- (b) Briefly explain the common methods of setting advertising budget? (7)
6. (a) Describe the methods by which advertising agencies get the 'Big Idea'? (7)
- (b) Elucidate the various kinds of appeal that are used in ad campaign with appropriate examples? (8)
7. Write short notes on (any three) : (3 × 5 = 15)
- (a) Brand Revitalization
- (b) Internal Branding
- (c) AIDA Model
- (d) Color Psychology.

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