Q. 1. What are the important considerations the manager must use in setting the brand awareness strategy. Enumerate your answer with suitable examples. (12)

Q. 2. What are advertising goals / objectives? Explain how marketers can use DAGMAR approach in establishing objectives. What are the pros and cons of using this approach? (12)

Q. 3. What major considerations a manager should keep in mind while developing an effective media schedule? Give example to substantiate your answer. (12)

Q. 4. What role does ethics play in advertising? Can / should this role be further enhanced? Substantiate your answers with suitable examples. (12)

Q. 5. What is ‘Brand Prism’? Explain how this concept is used in Branding? (12)

Q. 6. Why are strong brands life line of corporates? Why do corporates see strategic advantage in building strong brands? (12)
Q. 7. What is Brand Equity? How does it differ from Brand knowledge? Discuss various brand equity models that explain different perspectives of brand.

(12)

Q. 8. Write short notes on:

(a) Advertising Vs. Sales Promotion

(b) Role of e-Communities in Brand Management

(12)

www.onlinesevanet