1. Answer any three out of the following: (4+4+4)
   (a) DAG MAR Model.
   (b) Social effects of advertising.
   (c) Brand Vs Generics
   (d) Brand Pyramid
   (e) Persuasive advertising

2. Why is 'Creative Strategy Development' important in advertising. Taking a real life example explain the importance of 'Creative Strategy Development'. (12)

3. What is Brand image and Brand Personality. How are these concepts used in positioning the product in the mind of customer. Give suitable examples to enumerate your answer. (12)

4. What are the different parameters to be taken into consideration for Media Planning. Take an example of your choice and explain the process of Media Planning. (12)

5. Why a clear Brand Identity important? What are the factors to be kept in mind while formulating Brand Identity. (12)

6. Why Social, Ethical and legal aspect of advertising have to be taken into consideration before launching a campaign. Giving suitable examples try to bring out the repercussions if these aspects are ignored. (12)

7. (a) Explain the role of e-communities in Brand Management. (6+6)
   (b) Explain the relationship between Brand Image and Brand Equity.

8. Tourism is a sunrise sector and Indian State governments are trying to position themselves strongly in the mind of Domestic as well as international tourist. Take example of any Indian state which had positioned itself strongly it the mind of consumer and explain their advertising and branding strategy. (12)

www.onlineseva.net