

END TERM EXAMINATION

FOURTH/SIXTH SEMESTER [MBA] MAY - JUNE 2012

Paper Code: MS-210/MS-214/
MSP-210/BMS-512

Subject: Advertising and Brand Management

Time : 3 Hours

Maximum Marks : 60

Note: Attempt any five questions including Q.No. 1 which is compulsory.

Q1 Answer the following (any four)

(4x5=20)

- (a) Integrated marketing communication.
- (b) Informative advertising
- (c) Unique selling proposition
- (d) Umbrella Branding
- (e) Brand repositioning

Q2 Explain David Aaker's model of Brand equity. How does branding add value to firm and firm's customer's. (10)

- Q3 (a) Explain the concept of Brand personality. How is brand personality used to position the product in the mind of customers. Cite relevant examples from the industry to support your answer. (6)
- (b) Explain brand loyalty continuum. Describe strategies for converting non customers to customers. (4)

- Q4 (a) Explain the concept of brand extension. Differentiate between line and brand extension. (5)
- (b) What is meant by brand image? How brand image related to brand equity. (5)

- Q5 (a) Explain Russel Colley's DAGMAR Model of advertising. Do you think it is relevant in today's world of communication. Elucidate your answer. Citing relevant reasons. (5)
- (b) Explain the concept of celebrity endorsement. Do you think it is relevant strategy to lure the relevant examples. (5)

Q6 (a) Companies differ in their approach to branding. Eastern Companies seem to favour product branding while the companies in the east practice mega branding approach. Discuss the various strategies of branding giving relevant examples of each. (10)

Write short notes on (any two): (5x2=10)

- (a) Social effects of advertising.
- (b) Advertising budgets
- (c) Persuasive advertising
- (d) Media types
- (e) Symbolic brand.

Q8 India is a land of rich cultural diversity, which gives birth to positioning and incorporation of many promotional strategies for plethora of product categories. Do you agree with the above given statement. If yes, explain by selecting one state of India which has been used as a positioning and promotional platform clearly mentioning brands, product categories and advertisement to support your answers. (10)
