

2020

BUSINESS ADMINISTRATION — HONOURS

Paper : A 504 DSE-2B

(Advertising and Brand Management)

Full Marks : 80

The figures in the margin indicate full marks.

*Candidates are required to give their answers in their own words
as far as practicable.*

Answer **any five** questions.

1. Explain the concept and stages of Advertising Spiral. 16
2. Highlight on the social and economic aspects of advertising. 16
3. Elucidate on the key branding challenges faced by brand managers in the current business scenario. 16
4. Differentiate between :
 - (a) Flighting Scheduling pattern vs Pulsing Scheduling pattern.
 - (b) Brand Identity vs Brand Image. 8+8
5. Explain the concept of ‘Salience’ and ‘Familiarity’ in advertising using relevant examples. 16
6. Explain Kapferer’s Brand Identity Prism by using a suitable diagram. 16
7. Write short notes on :
 - (a) Innovation Adoption Model
 - (b) Aaker’s Brand Personality Framework. 8+8
8. Explain the meaning of brand extension by using an appropriate example. State its advantages and disadvantages. 6+5+5
9. Explain the following creative execution styles by using suitable examples :
 - (a) Slice-of-life
 - (b) Testimonial
 - (c) Straight sell
 - (d) Demonstration. 4×4

Please Turn Over

10. Explain the Hierarchy of Effects model by using a suitable diagram. 16
11. (a) Explain the Brand Identity of Starbucks in the Indian context.
(b) How do Brand Ambassadors contribute to Brand Equity? 10+6
12. (a) Explain the Interface between Advertising and Brand Building.
(b) How does Service Branding differ from Product Branding? 10+6
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