

2024

BUSINESS ADMINISTRATION — HONOURS

Paper : BBAA-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.*

1. Answer *any five* questions : 2×5
- (a) What are the primary objectives of advertising?
 - (b) Define the term 'brand identity'.
 - (c) Name two types of brand extensions.
 - (d) What is the difference between advertising appeal and advertising message?
 - (e) What is the difference between a brand revitalization and a brand repositioning?
 - (f) Name two types of consumer promotion techniques.
 - (g) What is the difference between a sweepstakes and contest in a sales promotion?
 - (h) Define Advertising copy.
2. Answer *any five* questions :
- (a) Identify Key factors influencing media planning. 4
 - (b) What do you mean by outdoor advertising? State any two advantages of outdoor advertising. 2+2
 - (c) Discuss the factors that contribute to Apple's strong brand image and loyalty. 4
 - (d) What are the branding challenges now a days? 4
 - (e) Discuss the role of loyalty programmes in Sales Promotion with an example. 4
 - (f) Analyze the 'Culture' dimension of the Kapferer model. 4
 - (g) Explain the role of 'Interest' in the AIDA model. 4
 - (h) Write short note on : 4
 - (i) Advertising creativity
- Or,*
- (ii) Unique selling proposition.

Please Turn Over
(8294)

3. Answer *any five* questions :

- (a) Discuss the advantages and disadvantages of brand extension. 5+5
 - (b) Discuss the concept of Brand. What is the significance of branding for consumers and firms? 4+6
 - (c) What do you mean by advertising budget? Explain different steps of budget making. 3+7
 - (d) What do you mean by media planning? Identify Key factors influencing media planning. 4+6
 - (e) Analyze the different types of sales promotion techniques, including consumer oriented sales promotion and trade oriented sales promotion. 10
 - (f) Explain the concept of brand equity and its importance in brand management. Discuss the different components of brand equity. 5+5
 - (g) What are the reasons behind the growth of sales promotion now a days? 10
 - (h) Analyze the advertising strategies used by a company of your choice. Evaluate the effectiveness of the strategies and provide recommendation for improvement. 4+3+3
-