

(Please write your Exam Roll No.)

Exam Roll No. 90380302917

# END TERM EXAMINATION

FOURTH SEMESTER [MBA] APRIL- MAY 2019

Paper Code: MS 214

Subject: Advertising and Brand Management  
(Batch: 2017 onwards)

Time : 3 Hours

Maximum Marks : 75

Note: Attempt any five questions. All questions carry equal marks.

- Q1. Discuss the nature and scope of advertising management. Give the classification scheme of advertising. Explain 5M approach to advertising planning and strategy.
- Q2. Explain the process of message writing in advertising. What are the steps involved in Creative strategy development and implementation? Discuss them with relevant examples.
- Q3. Write a detailed note on social, ethical and legal aspects of advertising.
- Q4. What is Reach v/s frequency? Explain their relevance in media planning. Discuss the factors involved in Media Buying and media selection with examples.
- Q5. What is Brand Equity? Explain different models that are used to measure brand equity. How brand equity is different from Brand Loyalty? Explain with examples.
- Q6. What are different types of Branding strategies? Discuss each one of them with examples.
- Q7. Explain the process involved in brand reinforcement and brand revitalization. Why there is a need for them. Discuss with suitable examples.
- Q8. Write notes on:  
a) Brand personality and its measures given by Aaker.  
b) Brand Image v/s Brand Position and types of Brand images- functional, symbolic and experiential with examples.

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