

January 2015

**Bachelor of Business Administration (BBA) Examination
V Semester**

Advertising and Brand Management

Time : 3 Hours]

[Max. Marks : 80

Note : Attempt any four questions from Section A. Section B is compulsory. Each question of Section A carries 15 marks and of Section B is case for 20 marks.

Section A

1. Discuss the functions of An Advertising Agency ?
2. Explain the process of communication.
3. What do you mean by "Copy Writing" ? Explain various types of "Advertising Copies".
4. Write an essay on "DAGMAR" Approach.
5. Explain the types of "Brand Personality".
6. Write a note on : (any one)
(a) New Media Forms.
(b) Advertising Message Tactics.
7. Write a note on "Brand Appraisal" and "Brand Audit".

Section B

8. Analyse the situations and answer the question given at the end :
"Products are made in the factory, but "Brands are created in the mind." - Consumer Research Pioneer Walter Landorob stated. Considering this statement answer the following questions : (in given situations)

Questions :

- (1) How a state like "Madhya Pradesh" be branded in terms of Exports, Tourism, Culture and Education ?
- (2) How a country's "Brand Image" and "Perception" be developed in term of Brand Positioning and creativity ? How a Brand Manager has to response in these two situations ?