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**GANDHI INSTITUTE OF ENGINEERING AND TECHNOLOGY UNIVERSITY, ODISHA, GUNUPUR  
(GIET UNIVERSITY)**



M.B.A. (Fourth Semester) Regular Examinations, May – 2025  
**23MBAPC24004 - Advertising and Brand Management**

Time: 3 hrs

Maximum: 60 Marks

(The figures in the right hand margin indicate marks.)

**PART – A****(2 x 5 = 10 Marks)**Q.1. Answer **ALL** questions

	CO #	Blooms Level
a. Define brand Equity.	CO4	K2
b. State competitors brand position.	CO4	K2
c. What is Publicity?	CO5	K1
d. Define Advertising Research.	CO2	K1
e. What is POS?	CO5	K1

**PART – B****(10 x 5 = 50 Marks)**Answer **all the** questions

	Marks	CO #	Blooms Level
2. a. Define the objectives of Brand Portfolio.	05	CO5	K2
b. State the difference between POS and POB.	05	CO2	K2
(OR)			
b. Discuss challenges in brand portfolio management.	10	CO5	K2
3.a. Explain Brand Positioning. Write the importance of positioning.	10	CO5	K2
(OR)			
b. Elaborate the different steps of Brand Management process.	10	CO5	K2
4.a. Explain the different types of media.	05	CO2	K2
b. Discuss the features of Advertising.	05	CO1	K1
(OR)			
b. How effective is online advertising? Which type of products should be advertised online?	10	CO2	K2
5.a. What are the various ways to measure the effectiveness of an advertising campaign?	10	CO3	K4
(OR)			
b. What is Creative strategy? Establishing Media objectives, Developing and Implementing Media strategies?	10	CO3	K6
6.a. How to develop brand architecture and explain the key Indicators of brand architecture issues?	10	CO4	K6
(OR)			
b. Discuss the different steps of creativity process.	10	CO3	K2

End of Paper