

**Gandhi Institute of Engineering and Technology University, Odisha, Gunupur
(GIET University)**



B.B.A. (Sixth Semester - Regular) Examinations, April – 2026
23BBAPC36001 – Advertising and Brand Management

Time: 2 hrs

Maximum: 60 Marks

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

PART – A**(2 x 10 = 20 Marks)**Q.1. Answer **ALL** questionsCO # Blooms
 Level

- a. Define institutional advertising and write its importance.
- b. Write the meaning of digital advertising with suitable example.
- c. Define creativity in advertising and write the meaning of creative brief.
- d. Apply humour appeal to design a simple advertisement message.
- e. Write the meaning of market analysis and write the meaning of media mix.
- f. Develop a basic media scheduling plan for a seasonal product.
- g. Define brand equity and write the meaning of brand elements.
- h. Apply the concept of brand positioning for a new product.
- i. Define product extension and write the meaning of distribution channel.
- j. Apply IMC strategy in promoting a product of choice.

CO1	K1
CO1	K2
CO2	K1
CO2	K6
CO4	K1
CO3	K4
CO5	K1
CO5	K4
CO6	K1
CO6	K3

PART – B**(8 x 5 = 40 Marks)**Answer **all** the questionsMarks CO # Blooms
 Level

- 2.a. Explain different methods of advertising budgeting with suitable examples.
(OR)
- b. An Indian electronics company is planning to launch a new range of smart home appliances. The company needs support for creative development, digital marketing and media planning. The management is confused whether to hire a full-service advertising agency or multiple specialized agencies for different functions.
Analyse different types of advertising agencies and the services they provide for this situation.
- 3.a. Discuss complete creative process in advertising with suitable examples.
(OR)
- b. Explain advertising appeals used in advertising.
- c. Describe execution styles such as testimonial, demonstration and fantasy.
- 4.a. Evaluate print, broadcast and support media with merits and demerits.
(OR)
- b. Analyse factors affecting media strategy decisions in advertising planning.
- 5.a. Discuss the concept of brand equity and explain its importance in building a strong brand.
(OR)
- b. A new beverage brand is entering the Indian market and is struggling to differentiate itself from established competitors like Coca-Cola and Pepsi. The company wants to create a strong identity and ensure customers

8	CO1	K2
8	CO1	K4
8	CO2	K2
4	CO2	K2
4		
8	CO3	K4
8	CO3	K4
8	CO4	K2
8	CO5	K5

perceive it as unique and valuable. It also aims to build long-term customer loyalty through consistent branding efforts.

Analyse the key elements required to build brand equity in this situation.

(OR)

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|------|---|---|-----|----|
| 6.a. | Explain designing marketing programmes to build brand equity using product, price, place and promotion. | 8 | CO6 | K2 |
|------|---|---|-----|----|

(OR)

- | | | | | |
|----|--|---|-----|----|
| b. | A company is facing inconsistent brand communication across different platforms such as social media, television and retail stores. Customers are receiving mixed messages about the brand, leading to confusion and reduced trust. The company wants to create a unified brand image and improve customer engagement. | 8 | CO6 | K4 |
|----|--|---|-----|----|

Analyse the importance of Integrated Marketing Communication (IMC) in ensuring consistent brand messaging and strengthening brand management in this situation.

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