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**GIET UNIVERSITY, GUNUPUR - 765022**

M. B. A (Fourth Semester) Examinations, May - 2024

21MBAMM24003 - Advertising and Brand Management

Time: 3 hrs

Maximum: 60 Marks

(The figures in the right hand margin indicate marks.)**PART – A****(2 x 10 = 20 Marks)**Q.1. Answer **ALL** questions

| | CO # | Blooms Level |
|--|------|--------------|
| a. What is Advertising? | CO1 | K1 |
| b. How would you design and Promote an Advertising Campaign? | CO1 | K1 |
| c. What is Ad Budget? | CO1 | K1 |
| d. Define Public Relation. | CO1 | K2 |
| e. What Qualities does a person need to be Successful in the field of Advertising? | CO1 | K1 |
| f. What is Deceptive Ad? | CO1 | K1 |
| g. What is different between Advertisements and Sales? | CO1 | K1 |
| h. State the difference between Advertisement and Publicity? | CO1 | K1 |
| i. What do you understand by Surrogate Advertising? | CO1 | K1 |
| j. What is legal advertising? | CO1 | K1 |

PART – B**(8 x 5 = 40 Marks)**Answer **ALL** the questions

| | Marks | CO # | Blooms Level |
|---|-------|------|--------------|
| 2. a. Explain the types and objectives of advertising (OR) | 8 | CO1 | K2 |
| b. What is Advertising Budget? Explain the factors influencing budgeting decisions | 8 | CO1 | K1 |
| 3.a. Explain the types and services of Ad Agencies. (OR) | 8 | CO2 | K2 |
| b. Explain the different trends in Advertising. | 8 | CO2 | K2 |
| 4.a. How Effective is Online Advertising? Which type of Products should be Advertised Online? (OR) | 8 | CO2 | K1 |
| b. Explain the importance of Company's marketing strategy? | 8 | CO2 | K2 |
| 5.a. What factors would you consider to decide the Target Audience of your Ad? (OR) | 8 | CO2 | K1 |
| b. How to write a brand positioning statement? | 8 | CO2 | K1 |
| 6.a. Explain the model of Brand architecture. (OR) | 8 | CO3 | K2 |
| b. What is Brand Extension? Explain the advantages and disadvantages of brand extension? | 8 | CO3 | K1 |

--- End of Paper ---

