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BRAINWARE UNIVERSITY

Term End Examination 2024-2025

Programme – BBA-2022

Course Name – Advertising and Brand Management

Course Code - BBAD601M

(Semester VI)

Full Marks : 60

Time : 2:30 Hours

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A

(Multiple Choice Type Question)

1 x 15=15

1. Choose the correct alternative from the following :

- (i) Identify which one of the following best describes advertising.
- | | |
|-------------------------------|------------------------------|
| a) non-personal presentation. | b) presentation of products. |
| c) paid information. | d) all of the above. |
- (ii) Identify the following:- For making advertisements more effective, the manufacturers should improve _____ and launch new products.
- | | |
|-----------------------|-------------------------|
| a) existing products. | b) advertisement style. |
| c) marketing channel. | d) sponsors. |
- (iii) Define the concept of comparative advertising.
- | | |
|--|---|
| a) An advertisement that uses a celebrity to endorse a product | b) An advertisement that highlights the features and benefits of a product in comparison to its competitors |
| c) An advertisement that reminds consumers to buy a product | d) An advertisement that informs consumers about a new product |
- (iv) Define the element of the marketing mix that refers to the communication activities that inform & persuade potential customers about a product or service.
- | | |
|------------|----------------------|
| a) Price | b) People |
| c) Product | d) None of the above |
- (v) Recognize the type of advertising that focuses on promoting a good or service to a specific geographic area.
- | | |
|------------------------------|----------------------------|
| a) National Advertising | b) Local Advertising |
| c) Institutional Advertising | d) Comparative Advertising |
- (vi) Identify which of the following is not a part of the 7 Ps.
- | | |
|---------------|----------------------|
| a) Process | b) Physical Evidence |
| c) Population | d) People |
- (vii) Interpret which stage of the AIDA model involves creating a sense of need or desire for the good or service.

- a) Awareness
c) Desire
- b) Interest
d) Action
- (viii) Identify the first step in the planning framework of promotional strategy.
- a) Setting promotional goals
c) Creating promotional materials
- b) Identifying the target audience
d) Choosing promotional channels
- (ix) Identify which of the following force(s) affects advertising.
- a) Economic
c) Technological
- b) Social
d) All the above
- (x) Identify which of the following is NOT a requirement for setting advertising objectives.
- a) Objectives must be stated in terms of profits.
c) Objectives must be internally consistent.
- b) Objectives must be realistic.
d) Objectives must be clear and in writing.
- (xi) Relate the following situation in the context of advertising and choose the option that best reflects the circumstance. Which of the following advertising medium is cheap and informative?
- a) Television
c) Magazine
- b) Newspapers
d) Cinema
- (xii) Interpret which of the following media needs a script for an advertisement.
- a) Newspaper advertisements
c) Radio
- b) Classified advertisements
d) Magazine
- (xiii) Relate which of the following is not an element of political environment.
- a) Constitution of the country
c) popularity of e-banking
- b) prevailing political system
d) Level of political morality
- (xiv) Examine the benefits of brand loyalty for a company.
- a) Increased customer lifetime value and repeat purchases
c) Enhanced brand image and credibility in the market
- b) Reduced marketing costs and higher profit margins
d) All of the above
- (xv) Choose the correct statement about brand extension from the following.
- a) Brand extension refers to the process of creating a new brand from scratch
c) Brand extension has no impact on the brand equity of an existing brand
- b) Brand extension refers to the process of extending an existing brand into a new product or service category
d) Brand extension is a risky strategy and should be avoided in brand management

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Describe the features of an advertisement. (3)
3. Describe reminder advertisement in detail. (3)
4. Determine the stages involved in the AIDA model. (3)
5. Examine the key differences between designing an audio advertisement and a print advertisement. (3)
6. Distinguish between advertisement and publicity. (3)

OR

Differentiate between broadcast media & non-broadcast media.

(3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Describe in detail the advantages of print media over broadcast media. (5)
8. Illustrate the concept of cognitive stage in detail. (5)
9. Explain the concept of brand rejuvenation. (5)

10. Evaluate the impact of Nike's "Just Do It" slogan on its brand identity and market positioning. (5)
11. Explain the concept of brand portfolio in detail citing relevant examples. (5)
12. Distinguish between cognitive and affective attitude. (5)

OR

Justify the following statement:- Branding help companies to differentiate themselves from their competitors. (5)
