BRAINWARE UNIVERSITY

Term End Examination 2023
Programme – BBA-2019/BBA-2020
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 the following:- The first step in the advertising decision process is

a) Set the budget

b) Specify the objectives of the advertising program

c) Identify the target audience

d) Select the appeal

(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) Identify who is a target audience?

a) The group of people who create advertisements

b) The group of people who buy products or services

c) The group of people who work in the company

d) The group of people who provide feedback on products or services

(iv) Identify which of the following is one of the primary goals of reminder advertising.

a) Maintain customer relationship

b) Build brand preference

c) Inform the market of a price change

d) Restore company image.

(v) Interpret the following:- AIDA stands for awareness, _____, desire and _____.

a) interest; action

b) intensity; appeal

c) involvement; action

d) Involvement; appeal

(vi) Identify the following:- This is a hierarchy of effects used to explain how advertising works:

a) SWOT

b) BCG

c) PESTLE

d) None of the above

(vii) Identify the following:- The marketing communications strategy of the marketing mix deals exclusively with:

a) engagement, audiences, and advertising.

b) advertising audiences, and responses.

c) advertising, publicity, and responses

d) engagement, audiences, and responses.

(viii) Identify the first step in the planning framework of promotional strategy?

    a) Setting promotional goals   b) Identifying the target audience

    c) Creating promotional materials   d) Choosing promotional channels

(ix) Recall what the Corporate advertising should concentrate on:

    a) Recruitment   b) Organizational personality

    c) Brand personality   d) Product personality

(x) Relate the difference between brand identity and brand image:

    a) Brand identity refers to the visual and physical aspects of a brand, while brand image refers to the consumer perception of the brand

    b) Brand identity refers to the consumer perception of a brand, while brand image refers to the visual and physical aspects of the brand

    c) Brand identity and brand image are interchangeable terms

    d) Brand identity and brand image are irrelevant concepts in brand management

(xi) Relate the following situation in the context of advertising and choose the option that best option that reflects the circumstance. Which of these is the best medium for advertisement?

    a) Television   b) Newspapers

    c) Magazines   d) None, it Depends on the target market and product

(xii) Relate the following situation in the context of advertising and choose the option that best reflects the circumstance. Series of messages that divide a single idea and theme which make up an integrated marketing communication.is known as

    a) Advertising.   b) Advertising research

    c) Advertising Campaign   d) None of the above

(xiii) Choose the correct definition of brand equity:

    a) The monetary value of a brand

    b) The consumer perception of a brand's value and strength in the market

    c) The price of a brand's products or services

    d) The number of customers who purchase a brand's products or services

(xiv) Examine the benefits of brand loyalty for a company:

    a) Increased customer lifetime value and repeat purchases

    b) Reduced marketing costs and higher profit margins

    c) Enhanced brand image and credibility in the market

    d) All of the above

(xv) Identify which one of the following best describes advertising?

    a) publicity   b) sales promotion

    c) paid information   d) all of the above

Group-B
(Short Answer Type Questions)   3 x 5=15

2. Discuss print-media advertisement with relevant examples.   (3)
3. Examine the key differences in designing a audio advertisement vs print advertisement.   (3)
4. Define the term "Advertisement" in detail.   (3)
5. Examine the key disparities between sales & marketing.   (3)
6. Express your views on the following statement:- A brand is much more than a product.   (3)

OR

Devise a suitable advertisement strategy for a company operating in the consumer durable industry.   (3)

Group-C
(Long Answer Type Questions)   5 x 6=30

7. Examine the functions of an Advertising agency.   (5)
8. Define Informative advertising in detail citing relevant examples.   (5)
9. Explain in detail the first stage of innovation-adoption model in advertising.   (5)

10. Explain in detail the third stage in the AIDA model. (5)
11. Summarize your learnings on "Media Vehicle" in the context of advertising. (5)
12. Distinguish between cognitive and conative attitude. (5)

OR

Summarize your learnings on "Cognitive learning" in the context of advertising. (5)

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