



BRAINWARE UNIVERSITY

Library
Brainware University
398, Ramkrishnapur Road, Barasat
Kolkata, West Bengal-700125

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) Recall the following:- By default advertising is done on a.
- a) Limited scale
 - b) Mass Scale
 - c) Corporate Level only
 - d) Societal Level only
- (ii) Select the correct one from the following:- Advertising _____ define the task that advertising must accomplish with a specific target audience during a specific period of time.
- a) objectives
 - b) budgets
 - c) strategies
 - d) campaigns
- (iii) Interpret which of the following is not a stage in the hierarchy of effect model?
- a) Awareness
 - b) Interest
 - c) Desire
 - d) Product
- (iv) Interpret the hierarchy of effect model. Which of the following is not a stage in the model?
- a) Awareness
 - b) Interest
 - c) Desire
 - d) Execution
- (v) Identify the 7 Ps of Marketing Mix. Which of the following is not a part of the 7 Ps?
- a) Process
 - b) Physical Evidence
 - c) Population
 - d) People
- (vi) Identify the 4 Ps of the Marketing Mix. Which of the following is not a part of the 4 Ps?
- a) Price
 - b) Product
 - c) Promotion
 - d) People
- (vii) Identify the following:- Which of the following is not an aspect of the promotion mix?
- a) Strategic positioning
 - b) Direct marketing
 - c) Advertising
 - d) public relations
- (viii) Identify the primary objective of promotion?

- a) To create awareness
c) To build relationships
- b) To increase sales
d) To create loyalty
- (ix) Identify the following:- Developing an effective message strategy begins with identifying _____ that can be used as advertising appeals.
- a) advertising specialties
c) customer benefits
- b) emotions
d) sales promotions
- (x) Identify which of the following is the most important element of "marketing mix" is
- a) The product
c) The advertising support
- b) The price of the product
d) A sound distribution network
- (xi) Relate the difference between brand management and brand marketing:
- a) Brand management refers to the strategic and tactical activities used to build, maintain and strengthen a brand over time, while brand marketing refers to the specific activities used to promote and advertise a brand's products or services.
c) Brand management is only relevant for large companies, while brand marketing is relevant for all companies.
- b) Brand management and brand marketing are interchangeable terms.
d) Brand management and brand marketing are not relevant concepts in the modern business environment.
- (xii) Explain the concept of brand architecture:
- a) The process of creating a brand's visual identity and logo
c) The marketing campaign used to launch a new brand
- b) The system used to organize and manage a company's portfolio of brands and sub-brands
d) The pricing strategy used for a brand's products or services
- (xiii) Explain the difference between brand positioning and brand messaging:
- a) Brand positioning is the overall image a company wants to project, while brand messaging is the specific message conveyed to customers
c) Brand positioning and brand messaging are the same thing
- b) Brand positioning is the specific message conveyed to customers, while brand messaging is the overall image a company wants to project
d) Brand positioning is the way a company distributes its products, while brand messaging is the way it promotes them
- (xiv) Explain the concept of brand extension:
- a) The process of launching a new product under a different brand name
c) The process of rebranding an existing product to appeal to a different audience
- b) The process of leveraging the existing brand name to launch a new product in a different category
d) The process of developing a new brand identity for an existing product
- (xv) Explain the difference between flighting and continuous ad scheduling:
- a) Flighting is a scheduling method that involves running ads at a consistent frequency, while continuous scheduling involves running ads periodically
c) Flighting and continuous scheduling are the same thing
- b) Flighting is a scheduling method that involves running ads periodically, while continuous scheduling involves running ads at a consistent frequency
d) Flighting and continuous scheduling are methods used to measure the effectiveness of an ad campaign

2. Discuss print-media advertisement with relevant examples. (3)
3. Illustrate the concept of "Advertisement Exposure". (3)
4. Illustrate the concept of "USP". (3)

5. Describe the features of the advertisement. (3)
6. Explain the concept of pulsing in advertisement scheduling. (3)

OR

Explain the concept of Narrative copy in advertisement. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Define Persuasive advertising in detail citing relevant examples. (5)
8. Define Reminder advertising in detail citing relevant examples. (5)
9. Explain in detail the second stage in the AIDA model. (5)
10. Explain in detail the sixth stage of hierarchy of effect model. (5)
11. Justify the following statement:- Branding help companies to differentiate themselves from their competitors. (5)
12. Recommend five brand building strategies to a apparel brand which is planning to step into the international market. (5)

OR

Distinguish between conative and affective attitude. (5)
