



K24U 2861

Reg. No. :

Name :

V Semester B.B.A. Degree (CBCSS – OBE – Regular/Supplementary/
Improvement) Examination, November 2024
(2019 to 2022 Admissions)
Core Course
III – MARKETING
5B13 BBA : Advertising and Brand Management

Time : 3 Hours

Max. Marks : 40

PART – A

Answer **all** questions in **one/two** sentences. **Each** question carries 1 mark.

1. Define Advertising.
2. What do you mean by Media Scheduling ?
3. Define Brand.
4. What is Brand Equity ?
5. What do you mean by Umbrella Brand ?
6. What is Brand Piracy ?

(6×1=6)

PART – B

Answer **any 6** questions **not** exceeding **one** paragraph. **Each** question carries 2 marks.

7. What is Brand Positioning ?
8. What is Brand Value ?
9. Point out the important factors influencing Media Planning.
10. What are the different methods for Advertisement Budgeting ?

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11. Explain the social implications of Advertising.
12. What is Brand Management ?
13. What is Marketing Mix ?
14. What do you mean by Brand Rejuvenation ?

(6×2=12)

PART – C

Answer **any 4** questions **not** exceeding **one** page. **Each** question carries **3** marks.

15. Write a short note on AIDA Model.
16. Explain the importance of Advertisement Effectiveness.
17. Distinguish between Broadcast and Non Broadcast media.
18. Explain any five different kinds of Brands.
19. Write a note on objectives of Branding.
20. Explain the features of a good Brand.

(4×3=12)

PART – D

Answer **any 2** questions **not** exceeding **four** pages. **Each** question carries **5** marks.

21. What is Advertisement Copy ? Critically examine the different types of Advertisement Copy.
22. What do you mean by Media Planning ? Explain the key factors influencing Media Planning.
23. Explain how branding play an important role in Marketing.
24. Explain the different types of Advertisement Agency.

(2×5=10)