

Code No: 21BA3T3MA

II MBA - I Semester Regular / Supplementary Examinations DECEMBER - 2023

ADVERTISING AND BRAND MANAGEMENT

Duration: 3 Hours

Max. Marks: 70

- Note: 1. This question paper contains three Parts-A, Part-B and Part-C.
 2. Part-A contains 8 short answer questions. Answer any **Five** Questions.
 Each Question carries 2 Marks.
 3. Part-B contains 5 essay questions with an internal choice from each unit.
 Each Question carries 10 marks.
 4. Part-C contains one Case Study for 10 Marks.
 5. All parts of Question paper must be answered in one place

BL – Blooms Level

CO – Course Outcome

PART - A

		BL	CO
1. a)	Define Advertisement.	L1	CO1
1. b)	Explain about IMC.	L2	CO1
1. c)	Examine Media Objectives.	L1	CO2
1. d)	Discuss the importance of Advertising Budget.	L2	CO3
1. e)	Enumerate the meaning of Brand management.	L1	CO4
1. f)	Define Brand Personality.	L1	CO4
1. g)	Describe the Retail brands.	L1	CO5
1. h)	Examine the concept of Global branding.	L1	CO5

PART – B

			BL	CO	Max. Marks
<u>UNIT – I</u>					
2.	a)	Illustrate the concept of advertising.	L3	CO1	5 M
	b)	Explain the importance of promoting the brands.	L3	CO1	5 M
OR					
3.	a)	Enumerate the functions of advertising.	L3	CO1	5 M
	b)	Demonstrate the types of advertising agencies.	L3	CO1	5 M
<u>UNIT – II</u>					
4.	a)	Describe about the media selection.	L4	CO2	5 M
	b)	Critically examine the media planning process.	L4	CO2	5 M
OR					
5.		Demonstrate various media mix decisions.	L4	CO2	10 M
<u>UNIT-III</u>					
6.		Illustrate about the Methods of Advertising Budget.	L3	CO3	10 M
OR					
7.		Identify different advertising appeals for effective advertising.	L3	CO3	10 M

UNIT – IV

8.	“Brand equity plays a very important role in building the business”. Justify.	L3	CO4	10 M
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OR

9.	Demonstrate various brand architecture strategies.	L3	CO4	10 M
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UNIT – V

10.	Critically examine the challenges faced by brands by giving example of FMCG products.	L4	CO5	10 M
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OR

11.	a) Identify the factors that revitalize the brands.	L4	CO5	5 M
	b) Illustrate about retail and service brands.	L4	CO5	5 M

PART –C

		BL	CO	Max. Marks
12.	An entrepreneur by name Mr Venkatesh established a transport company in the year 2012 in Bangalore. He provides 5, 9 and 22 seater cabs to the local and interstate transport to the passengers. He gave two mobile numbers to contact his customers & drivers to operate his business. He used pamphlets & posters to advertise his business by keeping his mobile number to contact him. With this model his	L4 L5	CO2 CO3 CO5	10 M

business flourished very well in the initial years and provided very good profits to his company. Keeping this good phase he bought few more vehicles to expand his business. And focused on pilgrimage tour packages that would add more profits.

However, over a period of time the competition from the Ola, Uber and other transporters posed a stiff competition to Mr Venkatesh business. The number of enquiries came down. And his business started to decline gradually.

Looking at the major changes in the transport business in Bangalore he hired a fresh passed out Business Management Students from Ramanand PG College to identify the gaps faced by his business. And formulate a promotional strategy to rebuild his business.

Questions:

1. Identify the factors that posed losses to Mr Venkatesh business.
2. Define an advertising strategy to promote his business and bring profits.