

Code No: 21BA3T3MA

II MBA - I Semester Regular Examinations FEBRUARY -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)	Describe the functions of Advertising.	L2	CO1
1. b)	Explain Scheduling in Media.	L2	CO2
1. c)	List out the factors required to define Headline in determining advertising message.	L1	CO3
1. d)	Define Brand Positioning.	L1	CO4
1. e)	Examine the media mix decisions.	L1	CO2
1. f)	Explain about brand portfolios.	L2	CO4
1. g)	List out the different challenges faced by brands.	L1	CO5
1. h)	Explain about brand valuation.	L2	CO4

PART – B

			BL	CO	Max. Marks
<u>UNIT – I</u>					
2.	a)	Illustrate about social and ethical aspects of advertising.	L3	CO1	5 M
	b)	Discuss about IMC.	L2	CO4	5 M
OR					
3.	a)	Illustrate the different types of advertising agencies. Explain.	L3	CO4	5 M
	b)	Illustrate the agency services.	L3	CO4	5 M
<u>UNIT – II</u>					
4.		“Media planning process is an important aspect of advertising”. Explain.	L4	CO2	10 M
OR					
5.		Explain the media planning strategies that help in brand building.	L4	CO2	10 M
<u>UNIT-III</u>					
6.		Illustrate the different factors that influence the advertising budget.	L3	CO3	10 M
OR					
7.		Demonstrate creative styles and appeals in brief.	L3	CO4	10 M

UNIT – IV

8.		“Brand positioning create a distinctive image in the customers”. Illustrate with suitable example.	L3	CO4	10 M
----	--	--	----	-----	------

OR

9.		Illustrate about brand equity and loyalty.	L3	CO4	10 M
----	--	--	----	-----	------

UNIT – V

10.		Explain about brand reinforcing and revitalization.	L4	CO5	10 M
-----	--	---	----	-----	------

OR

11.		Analyze the factors that support Building Indian brands for Global markets.	L4	CO5	10 M
-----	--	---	----	-----	------

PART –C

			BL	CO	Max. Marks
12.		An airline company by name AirGo enjoys very good brand equity in the Indian domestic market. It operates in all states of India connecting all major cities. Its unique selling proposition is its service and cost effective pricing. With its best pricing schemes, it provides a great distinction in the minds of the customers when pricing is taken into consideration by the customers. These business propositions made the flight to fill in full capacity in all trips and enjoy full profits. Almost every domestic customer is aware about	L4	CO5	10 M

the AirGo brand.

With the flourishing business and good domestic brand equity the AirGo management feels to expand its brand internationally and make the Indian Brand accessible to global markets. Its expansion strategy is to expand in a phased manner from Asian markets to western markets.

Question:

Explain about the different strategies of AirGo management should take to create brand awareness in the international markets and establish good brand equity.