## 



## 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.

- 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? \_\_pntscheW o\_sicn munogral he yells pnucered work subject \_eq.
- 9. Point out the important factors influencing Media Planning. The important factors influencing Media Planning.
- 10. What are the different methods for Advertisement Budgeting?

## K24U 2861



Answer all questions in one re-

2. Wilelf do you make by Media

What do you mean or United

DOMEST AND STREET

- Explain the social implications of Advertising.
- 12. What is Brand Management? A = 380 22380) perged. A.8.8 vetremes V
- 13. What is Marketing Mix?
- 14. What do you mean by Brand Rejuvenation?

(6×2=12)

Insmenanti breatti-Confeinevba : ASS cree

(2019 to 2022 Admissions)

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

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

(4x3=12)

3. Deline Brand

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, to rios 3 indesignation and grades as an engineery 3 yes rewent.
- What do you mean by Media Planning? Explain the key factors influencing 7. Writing it Brand Positioning? Media Planning.
- 23. Explain how branding play an important role in Marketing. The Marketing and the Marketing of the Marketi
- 24. Explain the different types of Advertisement Agency. (2x5=10)

10. What are the different methods for Advertisement Budgeling ?