

**MASTER OF BUSINESS ADMINISTRATION
(MBAEV)**

00855 **Term-End Examination**
December, 2014

**MCNE-036 : ADVERTISING AND BRAND
MANAGEMENT**

Time : 3 hours

Maximum Marks : 100

Note : Answer any *five* questions. All questions carry equal marks.

1. Describe the various steps in the process of strategic brand management. 20
2. Define brand equity and brand identity. Draw David Aaker's brand identity chart and explain the elements of identity. 20
3. Discuss various methods of compensating advertising agencies. Which one do you consider a better approach ? Give reasons for your answer. 20
4. Differentiate between the following : 2×10=20
 - (a) AIDA and 'Hierarchy-of-effects' models of communication.
 - (b) Advertising and Publicity.

5. Explain the concept of the following with suitable examples : 4×5=20
- (a) Brand Positioning
 - (b) Brand Repositioning
 - (c) Brand Extension
 - (d) Brand Equity
6. As a marketing head of a company, how would you set objectives of promotional programme ? Also describe, how would you measure the effectiveness of the promotional programme. 20
7. (a) What is corporate advertising ? Explain the role of a public relations officer in corporate advertising. 10
- (b) Discuss the role of IMC in the success of marketing efforts. 10
8. Write short notes on the following : 4×5=20
- (a) Managing brands internationally
 - (b) Branding
 - (c) Media planning
 - (d) Budgeting for promotional programme
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