

**MASTER OF BUSINESS ADMINISTRATION
(MBAEV)**

Term-End Examination

June, 2013

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

Time : 3 hours

Maximum Marks : 100

Note : (i) Attempt any five questions.

(ii) All questions carry equal marks.

1. (a) What is the wheel of Promotion ? Explain in brief different elements of wheel of promotion. 10
- (b) Explain the concept of Integrated Marketing Communication (IMC) in a limited budget. 10
2. What are the Long term and Short term objectives of Advertising ? Give an illustrative list of the same. How DAGMAR can be used to set Advertising objectives ? 20
3. (a) What factors are taken into consideration at the time of selection of media ? 10
- (b) How the concept of Reach and Frequency help in deciding the media weight ? Explain in brief. 10

4. (a) Explain in brief the "Social and Ethical aspects of Advertising and Promotion". 10
- (b) Explain the concept of "Pre - Testing Advertising Copy". 10
5. What is a Brand ? What types of Branding strategies are used to build brands by the companies ? Explain in brief with examples. 20
6. (a) What is Brand Positioning ? How is it done ? Give examples. 10
- (b) Explain the concept of Brand Image. How to create it ? Give examples. 10
7. What is Brand Equity ? How to create and measure Brand Equity ? Discuss with examples. 20
8. What Strategies are used to Manage brands across geographic boundaries ? Explain with the help of suitable examples. 20
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