

**MASTER OF BUSINESS ADMINISTRATION
(MBAEV)**

Term-End Examination

December, 2013

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

00260

Time : 3 hours

Maximum Marks : 100

Note : (i) Attempt any five questions.

(ii) All questions carry equal marks.

-
1. What is Advertising ? What are the major decision Areas in Advertising ? How is it different from Sales Promotion ? Explain them with examples. 20

 2. "Advertising is a communication process". Discuss it in the light of the Communication process used in Advertising with a focus on AIDA concept. How to make the communication two way process ? Discuss. 20

 3. (a) What is Creative Strategy or Copywriting ? Discuss the process of Copywriting. 10
(b) What can be the various Appeals/Themes that can be used in the copy at the time of writing a Copy/Advertisement ? 10

4. (a) What are economic aspects of Advertising and Promotions ? 10
(b) Briefly explain the methods of Advertising Budgeting. 10
5. (a) What are the Advantages of Branding to Sellers and Consumers ? 10
(b) What are Brand Expesions and how to manage them ? Give examples. 10
6. (a) Discuss the process of Naming in Branding. What factors are kept in mind at the time of Naming a product/service ? Discuss with examples. 10
(b) What can be the special Branding Categories ? Discuss with suitable examples. 10
7. Write notes on : 10+10=20
(a) Brand Equity and way to measure it.
(b) Regulation of Advertising/Promotion.
8. What is Brand Personality ? How to measure Brand Personality ? Discuss in brief the different personality styles and various sub categories in it. 20
-