

**MASTER OF BUSINESS ADMINISTRATION
(MBAEV)
Term-End Examination**

June, 2014

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

Time : 3 hours

Maximum Marks : 100

*Note : (1) Attempt any five questions.
(2) All question carry equal marks.*

1. How will you select an advertising agency for participation by your company in an International trade fair to be held in Brazil? Assume that your company is engaged in manufacturing and marketing house hold appliances. 20

2. What is meant by Broad casting media? Discuss its advantages and disadvantages 20

3. Define and explain the concept of IMC. Discuss how IMC brings advantages to an enterprise? Give examples to support your answer. 20

4. Discuss the concept of brand Leverage along with its benefits. What are the various modes of Leveraging a brand? **20**

5. What is media planning? How does a firm develop its media plan? Also discuss the challenges associated with it. **20**

6. Define brand value proposition. Explain with examples various categories of brand value proposition. **20**

7. Describe Global brands. Also **10+10**
 - (a) discuss the barriers to global branding.

 - (b) How would you measure advertising effectiveness.

8. Write short notes on the following:

4x5=20

- i) DAGMAR approach to advertising
- ii) Special branding categories
- iii) Economic aspects of advertising and promotion
- iv) Print media

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