

2012
Bachelor of Commerce (Hons.)
Third Semester
BCH-309: Management Studies: Advertising and Brand Management

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt four short answer type questions from Section–A. Attempt two questions each from Section B and C respectively.

x-x-x

Section – A

- I. Attempt any four of the following:-
- Explain the relevance of strategy in advertising.
 - What role does advertising play in the economic development of India? Explain in brief.
 - Write a note on the determination of the target audience.
 - Brand Image Vs. Brand Personality.
 - Highlight the significance of information in brand management.
 - Explain brand pyramid. (4x5)

Section – B

- II. Explain in detail the process and role of communication in marketing programme. (15)
- III. What do you understand by advertising effectiveness? What techniques are followed for measuring the effectiveness of advertising? (15)
- IV. Explain the various key factors that play a major role to make advertising successful. (15)
- V. What do you understand by media planning? Explain different sources of information under media planning. (15)

Section – C

- VI. How an organizations build strong brands? Critically evaluate the importance of brand equity. (15)
- VII. Critically discuss the statement, ‘There is actually a difference between a product and a brand’. (15)

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(2)

- VIII. With the help of examples discuss the ways in which an organization can reposition a product in the market? (15)
- IX. Critically evaluate the use of publicity and celebrity endorsement in the process of brand building. (15)

x-x-x

C4KNOWLEDGE SEEKERS