



K23U 2287

Reg. No. :

Name :



V Semester B.B.A. Degree (CBCSS – O.B.E. – Regular/Supplementary/
Improvement) Examination, November 2023
(2019 – 2021 Admissions)

Core Course
III – MARKETING

5B13BBA : Advertising and Brand Management

Time : 3 Hours

Max. Marks : 40

PART – A

I. Answer **all** questions in **one/two** sentences. **Each** question carries **1** mark.

- 1) What is meant by internet advertising ?
- 2) What is advertising campaign ?
- 3) What is meant by ad-agency ?
- 4) What is meant by brand management ?
- 5) What is meant by media research ?
- 6) What is meant by adaptive selling ?

(6×1=6)

PART – B

II. Answer **any 6** questions **not** exceeding **one** paragraph. **Each** question carries **2** marks.

- 7) What is PACT ?
- 8) What do you mean by permission marketing ?
- 9) What is meant by media planning ?
- 10) What is meant by advertising appeals ?
- 11) What do you mean by soft-sell advertising ?

P.T.O.



12) What is meant by publicity ?

13) What is meant by sales territory ?

14) What is meant by AIDA ?

(6×2=12)

PART – C

III. Answer **any 4** questions **not** exceeding **one** page. **Each** question carries **3** marks.

15) Explain the disadvantages of internet advertising.

16) Discuss the objectives of advertising.

17) Explain the benefits of advertising budget.

18) Which are the different components of advertisement copy ?

19) Explain the objectives of sales promotion.

20) Discuss the legal aspects of advertising.

(4×3=12)

PART – D

IV. Answer **any 2** questions **not** exceeding **four** pages. **Each** carries **5** marks.

21) Explain about the functions and services of ad-agencies.

22) Explain the objectives of brand management.

23) Which are the qualities of a good copy writer ?

24) Elaborately discuss different types of advertising.

(2×5=10)



K22U 2239

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**V Semester B.B.A. Degree (CBCSS – OBE-Regular/Supplementary/
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(2019 Admission Onwards)**

Core Course

III – Marketing

5B13BBA : ADVERTISING AND BRAND MANAGEMENT

Time : 3 Hours

Max. Marks : 40

PART – A

Answer **all** questions. **Each** question carries **1** mark.

1. What is copy research ?
2. What is a Brand ?
3. What is Media Planning ?
4. What is brand rejuvenation ?
5. What is a pull strategy ?
6. What is meant by brand personality ?

(6×1=6)

PART – B

Answer **any 6** questions. **Each** question carries **2** marks.

7. What is brand equity ?
8. What is meant by advertising effectiveness ?
9. What is brand management ?
10. What is USP ?

P.T.O.



11. What is meant by brand association ?
12. List any two qualities of a good advertisement.
13. What is brand loyalty ?
14. Describe the 'Objective Task Method'. (6×2=12)

PART – C

Answer **any 4** questions. **Each** question carries **3** marks.

15. State the functions of advertising.
16. Briefly explain the AIDA model in advertising.
17. Describe the strategic brand management process.
18. Write a note on the different types of brand strategies.
19. What are the types of advertising agencies ?
20. Describe the key factors to be considered in media planning. (4×3=12)

PART – D

Answer **any 2** questions. **Each** question carries **5** marks.

21. What is brand positioning ? Discuss the importance of brand positioning.
22. Explain the different types of advertisement copy.
23. What is an advertising agency ? State its functions.
24. Describe the elements of Aaker's brand equity model. (2×5=10)



K21U 4660

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**V Semester B.B.A. Degree CBCSS (OBE) Regular
Examination, November 2021
(2019 Admn. Only)**

**III – Marketing
Core Course**

5B13 BBA : ADVERTISING AND BRAND MANAGEMENT

Time : 3 Hours

Max. Marks : 40

PART – A

Answer **all** questions. **Each** question carries **1** mark.

1. What is pulsing in advertising ?
2. Define Advertising.
3. What is copy writing ?
4. Define brand image.
5. Define media vehicle.
6. Define advertising appeals.

(6×1=6)

PART – B

Answer **any 6** questions. **Each** question carries **2** marks.

7. What is brand positioning ?
8. What is creativity in advertising ?
9. What is brand equity ?
10. What is brand repositioning ?
11. What is testing of an advertisement ?

P.T.O.

K21U 4660



12. What is media decision in advertising ?

13. How is brand equity measured ?

14. What is competitive parity ?

(6×2=12)

PART – C

Answer **any 4** questions. **Each** question carries **3** marks.

15. What is brand overtime ?

16. What is Kapfrer model ?

17. What are the factors affecting advertising budget ?

18. What are the types of brand extension ?

19. What is Brand Hierarchy ?

20. What are the features of advertising ?

(4×3=12)

PART – D

Answer **any 2** questions. **Each** question carries **5** marks.

21. What are the different types of advertising agencies ?

22. Define Brand. What are the types of brands ?

23. What is Media Planning ? Describe the process of successful media planning.

24. Explain the various measures of brand equity.

(5×2=10)
