



Reg. No. :

Name :



K21U 4660

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 ?

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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)