

(Please write your Exam Roll No.)

Exam Roll No. 01213788817.

END TERM EXAMINATION

THIRD SEMESTER [B.COM(HONS.)] DECEMBER 2019

Paper Code: B.Com-317

Subject: Advertising and Brand Management

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions. All questions carry equal marks.

- Q1 Discuss the nature, function and role of Advertising in Business. What are different types of Advertising? Explain with example.
- Q2 Write a note on Social, economic and Legal aspects of Advertising by giving suitable examples.
- Q3 What are different types of media in Advertising? Discuss them by explaining the merits and demerits of each.
- Q4 What is Advertising Agency? Discuss their functions. Explain how agencies are compensated, with examples.
- Q5 Write notes on:-
a) Method used to prepare advertising budget
b) Brand Reinforcement and Revitalization.
- Q6 What are brands? Discuss their Advantages/ Benefits for Sellers and Consumer. Explain various types of Brands in terms of brand classification.
- Q7 What are various branding strategies used by firms? Explain each one of them with suitable examples.
- Q8 What is brand positioning? How is it different from brand equity? Explain various brand differentiation strategies used by firms with suitable examples.
