



**K25U 2462**

Reg. No. : .....

Name : .....

**V Semester B.B.A. Degree (C.B.C.S.S. – O.B.E. – Regular/Supplementary/Improvement) Examination, November 2025**

**(2019 to 2023 Admissions)**

**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 meant by advertising mix ?
2. What is push strategy ?
3. What is USP ?
4. Define advertisement copy.
5. What is meant by brand positioning ?
6. What is brand image ?

**(6x1=6)**

**PART – B**

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

7. Explain the features of an effective advertising.
8. State any two objectives of advertising research.
9. What is brand rejuvenation ?
10. Point out the factors influencing media planning.
11. What is Marketing Mix ?

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12. Mention any two elements of brand identity.
13. State any two differences between brand image and brand personality.
14. State any two advantages of strong brand equity.

**(6×2=12)**

### **PART – C**

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

15. Explain the concept of “recall” in measuring advertising effectiveness.
16. Explain the criteria for selecting an advertising agency.
17. Explain the moral or ethical issues in advertising.
18. Explain the factors that affect brand building.
19. Explain the different categories of brand extension.
20. Write a note on brand positioning.

**(4×3=12)**

### **PART – D**

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

21. Discuss the social and economic significance of advertising.
22. Explain the different stages in the media planning process.
23. Describe the process of brand repositioning with an example.
24. Discuss the importance of integrating advertising and brand management.

**(2×5=10)**