

[This question paper contains 2 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 1750

I

Unique Paper Code : 6292103502

Name of the Paper : Advertising and Brand
Management

Name of the Course : **B.A. (Hons.) Multi-Media
and Mass Communication**

Semester : V DSC

Duration : 2 Hours

Maximum Marks : 60

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempt any **four** questions.
3. **All** questions carry equal marks i.e. **15** marks each.

1. What are the key elements of brand identity? How do they contribute to the perception of a brand?

P.T.O.

2. Using Aaker's Brand Equity Model, assess the brand equity of a well-known brand of your choice. What factors contribute to its strong or weak equity?
3. Examine how advertising can influence brand perception during a crisis. How can brands use advertising to rebuild trust and repair damaged brand equity?
4. How do advertising agencies structure their research and strategy teams to ensure campaigns are based on data and insights? What role does market research play in this process?
5. Analyze the role of reference groups, family, and social media in shaping consumer choices and brand preferences. Illustrate with examples.
6. Write short notes on any **three** of the following :—
 - (a) SWOT Analysis
 - (b) Positioning
 - (c) Marketing Mix
 - (d) Full-Service Agency
 - (e) DAGMAR Model