

B.V. Patel Institute of Business Management, Computer & Information Technology
Uka Tarsadia University
1st Internal Examination, BBA 5th Semester
Subject Code: 030030518- DSE2 Advertising & Brand Management

Marks: 50

Time: 2 hrs.

Date: 28/08/2017

Q-1 Answer the following. (Any Five)

[10]

1. What is Big Idea?
2. Scope of brand equity.
3. State the steps for building brand equity.
4. What do you understand by internal branding?
5. What is brand inventory?
6. What is brand mantra?

Q-2 Answer the following. (Any Two)

[20]

1. Discuss CBBE and positioning statement in respect to Patanjali.
2. Pick any brand of Automobile industry and explain how they use the concept leveraging, where and how? What are its effects?
3. Discuss the advertising process in respect to Thums up and explain the strategic approaches for the same.

Q-3 Answer the following in detail. (Any Two)

[20]

1. Discuss the common errors and strategy selection outline (SSO).
2. What is brand positioning? What are the strong brand attributes and why? What are the challenges for brand?
3. What is brand element? Discuss the criteria for choosing brand element in detail with example.