

B.V. Patel Institute of Business Management, Computer & Information Technology
Uka Tarsadia University
2st Internal Examination, BBA 5th Semester
030030518- DSE2 Advertising & Brand Management

Marks: 50

Time: 2 hrs.

Date: 11/10/2017

Q-1 Answer the following. (Any Five)

[10]

1. What do you understand by demonstration?
2. Briefly explain viral and blogs?
3. What do you mean by agony appeal?
4. What is brand extension?
5. What do you understand by PPI?
6. What is revitalizing of brand? Give an example.

Q-2 Answer the following. (Any Two)

[20]

1. Pick any brand of your choice and discuss Ansoffs matrix in respect to brand extension and its advantages and disadvantages.
2. Pick any example of your choice and explain its process for TV commercial.
3. Celebrity support advertising executions are more successful. Justify the statement with its pros. and cons. with any five examples.

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

[20]

1. What are the techniques of SEM? Explain in detail.
2. Discuss the creative execution elements with examples.
3. How marketers do adjustments for brand portfolio? Why?