



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 ?

**(6×1=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 ?

P.T.O.



- 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)**