

Code No: **24BA3T3MA**

II MBA - I Semester - Regular Examinations - DECEMBER 2025

ADVERTISING AND BRAND MANAGEMENT

Duration: 3 Hours

Max. Marks: 70

- Note: 1. This question paper contains two Parts: Part-A and Part-B.
 2. Part-A contains 5 essay questions with an internal choice from each unit.
 Each Question carries 12 marks.
 3. Part-B contains one Case Study for 10 Marks.
 4. All parts of Question paper must be answered in one place

BL – Blooms Level

CO – Course Outcome

PART - A

			BL	CO	Max. Marks
<u>UNIT – I</u>					
1.	a)	Explain the importance of target audience identification in advertising.	L2	CO1	6 M
	b)	Develop a simple advertising plan for a new product launch, highlighting its importance and functions.	L3	CO1	6 M
OR					
2.	a)	Identify the effectiveness of an advertising agency's services, including creative development, media planning, and campaign execution in creating advertisements.	L3	CO1	6 M
	b)	Describe the structure and process of an advertising agency.	L2	CO1	6 M

UNIT – II

3.	a)	Explain the importance of establishing media objectives in advertising.	L2	CO2	6 M
	b)	Develop a media plan that incorporates multiple types of media.	L3	CO2	6 M

OR

4.	a)	Evaluate the role of media planning in achieving advertising objectives.	L3	CO2	6 M
	b)	Illustrate the effectiveness of a media mix approach in achieving advertising objectives.	L3	CO2	6 M

UNIT-III

5.	a)	Determine the key factors that influence advertising budget decisions.	L2	CO3	6 M
	b)	Assess the effectiveness of an advertising budget plan in achieving campaign objectives.	L4	CO3	6 M

OR

6.	a)	Apply advertising research principles to a real-world advertising campaign.	L3	CO3	6 M
	b)	Evaluate the effectiveness of an advertising campaign using different metrics.	L4	CO3	6 M

UNIT – IV

7.	a)	Describe the role of brand elements in creating brand awareness.	L2	CO4	6 M
	b)	Explain the relationship between brand equity and brand loyalty.	L2	CO4	6 M

OR

8.	a)	Explain the importance of aligning brand extensions with brand identity.	L2	CO4	6 M
	b)	Describe the role of corporate branding in building brand reputation.	L2	CO4	6 M

UNIT – V

9.	a)	Explain the role of brand portfolio management in deciding which brands to eliminate.	L2	CO5	6 M
	b)	Describe the risks and challenges associated with brand revitalization.	L2	CO5	6 M

OR

10.	a)	Determine the most effective strategies for building Indian brands in global markets.	L2	CO5	6 M
	b)	Assess the role of country-of-origin effects in shaping global brand image and reputation.	L4	CO5	6 M

PART – B

	CASE STUDY	L3	CO2 CO4	10 M
11.	<p>Case Study: Apple Product Ecosystem</p> <p>Apple's product ecosystem is a prime example of brand differentiation, where hardware, software, services, and apps work together seamlessly to create a cohesive user experience. By designing products that integrate effortlessly with each other, Apple has created a lock-in effect, making it more likely for customers to purchase multiple Apple products. This ecosystem includes devices like iPhones, Macs, and iPads, as well as services like iCloud, Apple Music, and Apple TV+. The seamless integration of these products and services drives brand loyalty, increases customer retention, and provides a unique user experience that sets Apple apart from its competitors.</p> <p>Questions:</p> <ol style="list-style-type: none">1. How does Apple's product ecosystem contribute to brand differentiation and customer loyalty? (5 Marks)2. Analyze the benefits and drawbacks of Apple's closed ecosystem approach, and discuss its implications for the company's business strategy. (5 Marks)			