



RAN-2508000705040001

B. B. A. (NCF-NEP) (Sem. - V) Examination October - 2025 Advertising and Brand Management (Minor - 1)

Time: 2 Hours]

[Total Marks: 50

સૂચના : / Instructions

- (1) ઉપરોક્ત દર્શાવેલ વિગતો ઉત્તરવહી પર અવશ્ય લખવી.
Fill up strictly the above details on your answer book.

Seat No.:

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Student's Signature

- Q. 1. Answer in brief (Any 5) (10)**
- Define advertising.
 - Write down two slogans of existing brands.
 - Show diagrammatically the process of communication
 - Give full form of DAGMAR & IMC.
 - Define Brand.
 - What is Brand awareness?
 - List out six criteria for choosing brand elements.
- Q. 2. a. Write a note on Role of Advertising agencies. (07)**
b. Explain the objectives of Advertising. (07)
- OR**
- a. Discuss any seven functions of Advertising. (07)
b. Explain AIDA Model with one example. (07)
- Q. 3. Explain all six blocks of CBBE Model in detail. (14)**
- OR**
- a. Write a note on importance of branding to consumers (07)
b. Discuss DAGMAR approach in advertising. (07)
- Q. 4. Write Short Notes (Any three) (12)**
- Source related factors in advertising
 - Challenges to branding
 - Creative strategy in Marketing communication
 - Brand Revitalisation
 - Message factors in advertisement