



RAN-2108000405051001

T.Y.B.B.A. (Sem. V) Examination November - 2025

Advertising of Brand Management

સૂચના : / Instructions

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

Seat No.:

--	--	--	--	--	--

Student's Signature

- Q-1. Explain Following in Brief (any 7) 14**
1. State any two functions of advertising agency.
 2. List down various advertising media.
 3. What is persuasive advertising?
 4. What do you mean by Two Sided message?.
 5. Define sales promotion.
 6. What is Moral appeal in context with advertising?
 7. Define Brand. List down any two tag lines of Popular Brands.
 8. List down names of any four popular brands.
 9. Define Brand Revitalization.
 10. Give any two examples of Brand Migration.
- Q-2. (a) Explain various functions of advertising with suitable examples. 07**
(b) Explain hierarchy of effect model in detail. 07
- OR**
- Q-2. (a) Explain any two classification of advertising in detail 07**
(b) Explain role of advertising in marketing in context with today's scenario. 07
- Q-3. (a) Explain DAGMAR approach for setting advertising objectives. 07**
(b) Explain Advantages and disadvantages of Brand in detail. 07
- OR**
- Q-3. (a) List down examples of advertising having rational and emotional appeal 07**
(b) You are a brand manager of XYZ reputed company of two wheeler. 07
Recently your company is planning to launch a sports bike. What Brand Name you will suggest as a Brand manager. Justify your answer with proper reason
- Q-4. Explain various Brand Elements for your favorite FOUR Brands along with examples. 14**
- OR**
- Q-4. Explain Consumer Based Brand Equity Pyramid in detail 14**
- Q-5. Write short notes on (any 2) 14**
- (a) AIDA Model
 - (b) Brand Revitalization
 - (c) Central and Peripheral Route Processing
 - (d) Options and tactics for Brand Elements.