

**AR13**

**Set-01**

**Code: 13 MBA2018**

**ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT, TEKKALI  
(AUTONOMOUS)**

**II MBA III Semester Regular / Supplementary Examinations, November, 2015  
ADVERTISING AND BRAND MANAGEMENT**

**Time: 3 Hours**

**Max Marks: 60**

**Answer any Five Questions  
All questions carry EQUAL marks  
Question No: 8 is compulsory**

1. Define Advertising. Discuss the role of advertising in marketing mix.
2. Write a detailed note on advertising budgeting.
3. Discuss the role played by the advertisement manager. Explain the role & functioning of Advertising agencies.
4. Explain the importance of brand image & positioning.
5. Write short note on the following:
  - A) Experimental Designs
  - B) Visual Layout
6. Explain the different types of brand extensions? Discuss the advantages & disadvantages of brand extensions.
7. Identify a fading brand. What suggestions can you offer to revitalize its brand equity? Apply the different approaches and which strategies would seem to work best.
8. **Case Study(Compulsory):**

A leading consumer company wishes to diversify into food products and has identified potato, corn & cheese snacks for urban markets. None of these products are new to this market, yet the newness of the products is the state of the art technology which will ensure consistent quality of the finished product. The major competition to this firm is the unorganized small firms. Assume that you are the advertising manager of this firm & evolve an advertising strategy for a successful launch of the snack food line.