



WEST BENGAL STATE UNIVERSITY
BBA Honours 6th Semester Examination, 2022

BBAADSE09T-BBA (DSE3/4)

INTERNATIONAL MARKETING COMMUNICATION AND BRAND MANAGEMENT

Time Allotted: 2 Hours

Full Marks: 50

*The figures in the margin indicate full marks.
Candidates should answer in their own words and adhere to the word limit as practicable.*

GROUP-A

Answer any five questions from the following

2×5 = 10

1. What do you mean by IMC?
2. Give a brief idea of Media planning.
3. What is Brand Equity?
4. Mention the full form of DAGMAR.
5. What is Post Testing?
6. What is Advertising Campaign?
7. What is meant by Marketing Communication?
8. What do you mean by Advertising appeal?
9. Define Brand Mantra.
10. Define Corporate Advertising.
11. Mention the names of two types of Public relations.
12. Give an idea of Consumer Contest as a Sales Promotion Programme.
13. What do you mean by misleading advertising?
14. Can anything be branded?
15. Elaborate the idea of celebrity endorsement.
16. Define co-branding.

GROUP-B

Answer any four questions from the following

5×4 = 20

17. Write about the different types of Media Planning.
18. How IMC performance is measured?
19. What are the sources of brand equity?

20. Write a short note on pop display.
21. Differentiate between Push and Pull strategy.
22. Discuss the role played by direct marketing agencies.
23. How brand positioning is established?
24. Explain different criteria for brand choosing.
25. Discuss different ways of building brand Communities.
26. Mention the legal aspects of advertising.
27. Discuss the different strategies relating to pricing.
28. What are the major criteria for choosing brand elements?

GROUP-C

Answer any two questions from the following

10×2 = 20

29. Explain the difference between:
(a) Direct Marketing and Digital Marketing.
(b) Deceptive and Misleading Advertising. 5+5
30. Discuss the branding challenges and opportunities. 5+5
31. Discuss the Ethical aspects of advertising along with its regulatory aspects. 6+4
32. Discuss the Strategic Brand Management Process. 10
33. Write short notes on:
(a) Audio-Visual PR Tools
(b) Handout-Leaflets. 5+5
- 34.(a) Write a short note on ASCII. 5+5
(b) Distinguish between brand v/s product.
35. Explain the steps of brand building. 10
36. Describe the various strategies of advertising. 10

N.B. : *Students have to complete submission of their Answer Scripts through E-mail / Whatsapp to their own respective colleges on the same day / date of examination within 1 hour after end of exam. University / College authorities will not be held responsible for wrong submission (at in proper address). Students are strongly advised not to submit multiple copies of the same answer script.*

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