



SREENIVASA INSTITUTE OF TECHNOLOGY AND MANAGEMENT STUDIES
(Autonomous)

Department of Management Studies

QUESTION BANK

Advertising and brand management (22MBA236B)

SREENIVASA INSTITUTE of TECHNOLOGY and MANAGEMENT STUDIES
(AUTONOMOUS)

(ADVERTISING AND BRAND MANAGEMENT)

QUESTION BANK

II MBA / I - SEMESTER

REGULATION: R22



S



MS

**FACULTY INCHARGE : BY
DR.H .VISWA KIRAN, PROFESSOR**

DEPARTMENT : MASTER OF BUSINESS ADMINISTRATION



SREENIVASA INSTITUTE OF TECHNOLOGY AND MANAGEMENT STUDIES

(Autonomous)

Department of Management Studies

QUESTION BANK

Advertising and brand management (22MBA236B)

II MBA – Semester - III						
Course Code		ADVERTISING AND BRAND MANAGEMENT	L	T	P	C
22MBA236B			4	0	0	4
Course Educational Objectives:						
CEO1: To provide knowledge basics of advertising						
CEO2: To inculcate various aspects pertinent to Ad media						
CEO3: To elucidate advertising budgets and study its effectiveness						
CEO4: To provide necessary knowledge about various aspects of brand management						
CEO5: To give a elaborate view of branding practices in various sectors						
UNIT - I		Introduction to Advertising:			Lecture Hrs: 8	
Types of advertisements–Advertising in Marketing Mix –Relationship of Advertising with Other Elements of Promotional mix - DAGMAR Approach–Role of Advertising in an organisation–Advertising Department- Role of Advertisement Agencies, Client Agency Relationship.Ethics in Advertising, The Advertising Standards Council of India and its role .						
UNIT - II		Ad Media and Advertising models			Lecture Hrs: 12	
Ad Media : Characteristics, Media Research–Media Planning and Selection, Media Scheduling – Creativity and Copy Writing - Different Types of Appeals - Visual Layout.						
Advertising models :AIDA Model, Lavidge and Steiner Model/Hierarchy of Effect Model, Innovation Adoption Model, Information Processing Model and Operational Model						
UNIT - III		Advertisement Budgets			Lecture Hrs:10	
Types - Determining Optimal Expenditure – Decision Models- Advertisement Effectiveness: Pre Testing, Post Testing, Experimental Designs.						
UNIT - IV		Brand Management			Lecture Hrs:8	
Brand Hierarchy - Brand Personality- Brand Image- Brand Identity- Brand Equity - Brand Building and Positioning.						
UNIT - V		Brand Performance			Lecture Hrs:12	
Industrial Sector - Retail Sector - Service Sector. Measuring Brand Performance- Brand Creation- Brand Extension- Brand Portfolio.						
Course Outcomes:						
On successful completion of the course the student will be able to,				POs & PSOs related to COs		
CO1	Explain the basic concepts advertising, promotion mix and advertising ethics			PO1, PO4,PO7,PSO1,PSO2		
CO2	Classify Ad Media and Advertising models			PO1,PO2, PO5,PO7, PSO1, PSO2		
CO3	Categorize and analyze advertising budgets			PO1, PO2, PO5, PO7, PSO1, PSO2		
CO4	Examine brand building and positioning strategy			PO1, PO5, PO7, PSO1,		



SREENIVASA INSTITUTE OF TECHNOLOGY AND MANAGEMENT STUDIES

(Autonomous)

Department of Management Studies

QUESTION BANK

Advertising and brand management (22MBA236B)

		PSO2
CO5	Measure brand performance and apply brand creation strategies	PO1, PO5, PO7, PSO1, PSO2

Text Books:

1. Advertising and sales promotion management, S A Chunwalla Himalaya publishing house, 2015.
2. Advertising Management, Batra, Person Education India, 2009.
3. Compendium of Brand Management, Chunawalla. S.A, Himalaya publishing house, 2011.
4. Marketing Management, Philip Kotler, Kevin Lane Keller, 15th Edition, Pearson, 2012.

Reference Books:

1. Product Management in India, Ramanuj Majumdar, PHI, 2004.
2. Product Management, C.Nandan, TMH, 2009
3. Product & Brand Management, Mathur.U.C, Excel books, 2008.
4. Marketing and Branding, S.Ramesh Kumar, Pearson, 2007.
5. Fundamentals of Advertising, Neeru Kapoor, 1/e, Pinnacle Learning, 2017.

Online Learning Resources:

https://ebooks.lpude.in/management/mba/term_4/DMGT508_PRODUCT_AND_BRAND_MANAGEMENT.pdf

<http://www.eiilmuniversity.co.in/downloads/Brand-Management.pdf>

<https://odl.ptu.ac.in/SLM/mba/3RD/Marketing/MBA%20903.pdf>

COURSE OUTCOMES VS POs MAPPING (DETAILED; HIGH:3; MEDIUM:2; LOW:1):

Course	PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO1	PSO2
CO											
C2306A : CORPORATE RESTRUCTURING	C2306A.1	3	2	-	-	2	-	-	3	2.7	2
	C2306A.2	3	3	-	-	-	-	-	3	3	-
	C2306A.3	3	2	-	-	2	-	-	3	2.7	2
	C2306A.4	3	2	-	3	-	-	-	3	2.7	3
	C2306A.5	3		-	2	-	-	-	3	3	2
	C2306A	3	2.25	-	2.5	2	-	-	3	2.82	2.25



SREENIVASA INSTITUTE OF TECHNOLOGY AND MANAGEMENT STUDIES

(Autonomous)

Department of Management Studies

QUESTION BANK

Advertising and brand management (22MBA236B)

QUESTION BANK

Question No.	Questions	PO Attainment
UNIT – 1: Introduction to Advertising		
PART-A (Two Marks Questions)		
1	Define Advertising	PO1,PO2, PO7
2	List the Types of advertisements	PO1,PO2, PO7
3	Is Advertising a part of Marketing Mix?	PO1,PO2, PO7
4	Do Advertising have Relationship with Other Elements of Promotional mix	PO1,PO2, PO7
5	What is DAGMAR Approach	PO1,PO2, PO7
6	What is Role of Advertising in an organization	PO1,PO2, PO7
7	Define Advertising Department	PO1,PO2, PO7
8	Define Ad manager	PO1,PO2, PO7
9	Define Advertising Department	PO1,PO2, PO7
10	What are the types Advertising Department	PO1,PO2, PO7
11	Define Advertisement Agencies	PO1,PO2, PO7
12	What is the Role of Advertisement Agencies	PO1,PO2, PO7
13	Is Client Agency Relationship required ?	PO1,PO2, PO7
PART-B (Ten Marks Questions)		
1	Explain the types of advertisements	PO1,PO2, PO7
2	Describe the role of Advertising in Marketing Mix	PO1,PO2, PO7
3	Conclude the Relationship of Advertising with Other Elements of Promotional mix	PO1,PO2, PO7
4	How DAGMAR Approach works ? describe	PO1,PO2, PO7
5	Write a short notes on Role of Advertising in an organisation	PO1,PO2, PO7
6	What are the functions of Advertising Department	PO1,PO2, PO7
7	What are the functions of Advertising agencies	PO1,PO2, PO7
8	Describe the importance of Client Agency Relationship	PO1,PO2, PO7

Question No.	Questions	PO Attainment
UNIT – 2: Ad Media		
PART-A (Two Marks Questions)		
1	Define Ad Media	PO2,PO4, PO7
2	Note the different media used in business	PO2,PO4, PO7
3	List the Characteristics of print media	PO2,PO4, PO7
4	Write the Characteristics of electronic media	PO2,PO4, PO7
5	list the Characteristics of outdoor media	PO2,PO4, PO7
6	Distinguish print and electronic media	PO2,PO4, PO7
7	What is print media? give examples	PO2,PO4, PO7
8	What is social media? give examples	PO2,PO4, PO7
9	What is electronic media? give examples	PO2,PO4, PO7
10	Conclude the importance of media research	PO2,PO4, PO7
11	Define media planning	PO2,PO4, PO7
12	What is media selection?	PO2,PO4, PO7



SREENIVASA INSTITUTE OF TECHNOLOGY AND MANAGEMENT STUDIES
(Autonomous)

Department of Management Studies

QUESTION BANK

Advertising and brand management (22MBA236B)

13	Define media scheduling	PO2,PO4, PO7
14	What is the Role of creativity in advertising	PO2,PO4, PO7
15	What is ad appeal?	PO2,PO4, PO7
16	Who are the professionals involved in copy writing	PO2,PO4, PO7
17	What are steps involved in Media Scheduling	PO2,PO4, PO7
18	List the Different Types of Appeals	PO2,PO4, PO7
PART-B (Ten Marks Questions)		
1	Describe the characteristics of media used in advertising	PO2,PO4, PO7
2	Explain the scope and importance of media research	PO2,PO4, PO7
3	Write a short notes on media planning and selection	PO2,PO4, PO7
4	Explain the process of media scheduling	PO2,PO4, PO7
5	Describe the steps in creating ad copy in newspaper	PO2,PO4, PO7
6	Explain the steps in creating ad copy in TV or radio	PO2,PO4, PO7
7	Create an ad copy by assuming any product of your own	PO2,PO4, PO7
8	Describe different types of appeals	PO2,PO4, PO7
9	Write a note on visual layout	PO2,PO4, PO7
10	Explain the different contributors and contribution made in preparing TV ad	PO2,PO4, PO7



SITAMS



SREENIVASA INSTITUTE OF TECHNOLOGY AND MANAGEMENT STUDIES

(Autonomous)

Department of Management Studies

QUESTION BANK

Advertising and brand management (22MBA236B)

Question No.	Questions	PO Attainment
UNIT – 3: Advertisement Budgets		
PART-A (Two Marks Questions)		
1	Define Advertisement Budgets	PO2,PO4, PO7
2	List the Types of Advertisement Budgets	PO2,PO4, PO7
3	What is Optimal Expenditure	PO2,PO4, PO7
4	Define Advertisement Effectiveness	PO2,PO4, PO7
5	Why should a company need to test Advertisement Effectiveness	PO2,PO4, PO7
6	List different Decision Models in advertisement	PO2,PO4, PO7
7	What is Pre Testing	PO2,PO4, PO7
8	List the methods in Pre Testing	PO2,PO4, PO7
9	Define Post Testing	PO2,PO4, PO7
10	List the methods used in Post Testing	PO2,PO4, PO7
11	Experimental Designs	PO2,PO4, PO7
12	What are experimental group?	PO2,PO4, PO7
13	Explain what is Focus Group?	PO2,PO4, PO7
14	List the devices used for measuring ad effectiveness	PO2,PO4, PO7
15	Differentiate Pre Testing and Post Testing	PO2,PO4, PO7
PART-B (Ten Marks Questions)		
1	What is the role of Advertisement Budgets in promoting products	PO2,PO4, PO7
2	Is budget for advertisement required or not? justify	PO2,PO4, PO7
3	Explain how to Determine Optimal Expenditure	PO2,PO4, PO7
4	Describe different Decision Models in detail	PO2,PO4, PO7
5	Is it required to analyze Advertisement Effectiveness? describe	PO2,PO4, PO7
6	Explain in detail the methods of Pre Testing advertisement	PO2,PO4, PO7
7	Explain in detail the methods of Post Testing advertisement	PO2,PO4, PO7
8	Describe Experimental Designs in detail	PO2,PO4, PO7



SREENIVASA INSTITUTE OF TECHNOLOGY AND MANAGEMENT STUDIES

(Autonomous)

Department of Management Studies

QUESTION BANK

Advertising and brand management (22MBA236B)

Question No.	Questions	PO Attainment
UNIT – 4: Brand Management		
PART-A (Two Marks Questions)		
1	What is Brand Management?	PO1,PO4, PO7
2	Define Brand Hierarchy	PO1,PO4, PO7
3	Define Brand Personality	PO1,PO4, PO7
4	What is Brand Image	PO1,PO4, PO7
5	Define Brand Identity	PO1,PO4, PO7
6	Explain Brand Equity	PO1,PO4, PO7
7	What is Brand Building?	PO1,PO4, PO7
8	Define Brand Positioning	PO1,PO4, PO7
9	What is the importance of Brand Personality	PO1,PO4, PO7
10	Define brand	PO1,PO4, PO7
PART-B (Ten Marks Questions)		
1	Explain Brand Management in detail	PO1,PO4, PO7
2	Write a short note on Brand Hierarchy	PO1,PO4, PO7
3	Is personality required for a brand ?Describe	PO1,PO4, PO7
4	How to improve Brand Image of a product	PO1,PO4, PO7
5	Write a short note on Brand Identity	PO1,PO4, PO7
6	How to create Brand Equity for a brand	PO1,PO4, PO7
7	Write a short note on Brand Building	PO1,PO4, PO7
8	Describe in detail Brand Positioning	PO1,PO4, PO7
9	Differentiate a branded and an unbranded products	PO1,PO4, PO7
10	What are the merits and demerits of a brand	PO1,PO4, PO7



SREENIVASA INSTITUTE OF TECHNOLOGY AND MANAGEMENT STUDIES

(Autonomous)

Department of Management Studies

QUESTION BANK

Advertising and brand management (22MBA236B)

Question No.	Questions	PO Attainment
UNIT – 5: Brand Performance		
<u>PART-A (Two Marks Questions)</u>		
1	What Is Brand Performance	PO2 , PO7
2	What is the scope for Industrial Sector	PO2 , PO7
3	Explain the purpose of Retail Sector	PO2 , PO7
4	Name five Indian brands in Service Sector	PO2 , PO7
5	List five branded Indian retail outlets	PO2 , PO7
6	Name five branded industries in India	PO2 , PO7
7	List some online brand retailers selling second hand items	PO2 , PO7
8	What is the need for Measuring Brand Performance	PO2 , PO7
9	Define brand creation	PO2 , PO7
10	Define brand extension	PO2 , PO7
11	What is brand portfolio	PO2 , PO7
1	Describe how to improve brand performance	PO2 , PO7
2	Describe the Role of branding in Industrial Sector	PO2 , PO7
3	Is branding required in Retail Sector? justify	PO2 , PO7
4	What are the steps used in branding in Service Sector	PO2 , PO7
5	Explain how to Measure Brand Performance	PO2 , PO7
6	Describe importance of Brand Creation	PO2 , PO7
7	What is Brand Extension? How to extend brand	PO2 , PO7
8	Justify the need for Brand Portfolio	PO2 , PO7
9	Distinguish between branding in retail sector and industrial sector	PO2 , PO7
10	Compare the branding in service sector and industrial sector	PO2 , PO7

ALL THE BEST