

**ILVA COMMERCE & SCIENCE COLLEGE**

**Internal Examination- 2020-21**

**Class BBA V<sup>th</sup> SEM**

**Subject: Advertising and Brand Management**

**Note: - Attempt All Questions**

Q 1) What is advertising agency? State and explain the functions of an advertising agency.

Q 2) What do you mean by advertising message? Explain objectives in creating a advertising message.

Q 3) What is DAGMAR approach? Under what circumstances is the “standard” (DAGMAR) hierarchy model most likely to hold?

Q 4) What is the effect of advertising in the evolving marketing environment?

Q 5) What is meant by Business of brand, Brand audit, Brand reality check and Brand appraisal?