



Even Semester End Term Examination, May / June 2026

Date: 27/05/2026

Time: 09.30 AM - 12.30 PM

Course Code: MDS2502

Course Name: Advertising and Brand Management

Semester: Second Semester

Max. Marks: 100

Weightage: 50%

CO - Levels	CO1	CO2	CO3
Marks	45	55	30

Part A: Answer Following Questions. 30 M

Qn.No	Questions	M	CO	BT
1	Explain rebranding and three reasons why companies undertake it.	5	CO1	BT2
2	Differentiate between reach and frequency in media planning. Which is more important for a new product launch?	5	CO3	BT4
3	Describe the role and purpose of advertising in marketing.	5	CO1	BT2
4	Discuss different styles of social advertising with suitable examples	5	CO1	BT2
5	Explain co-branding with a suitable example.	5	CO2	BT2
6	Define digital advertising KPIs with examples.	5	CO3	BT1

Part B: Answer Any 5 Following Questions. 50 M

Qn.No	Questions	M	CO	BT
7	Describe the Brand Identity Prism (Kapferer) with suitable examples	10	CO2	BT2
8	Analyze Integrated Marketing Communications (IMC) and its key implementation challenges.	10	CO3	BT4
9	Explain the concept of programmatic advertising, its key ecosystem participants, and the process of Real-Time Bidding (RTB).	10	CO3	BT5
10	Analyze the Customer-Based Brand Equity (CBBE) model with suitable examples.	10	CO2	BT4
11	Analyze the types of brand architecture with advantages and disadvantages.	10	CO2	BT4

12	Evaluate the role of ideation frameworks in creative advertising development, comparing USP, Emotional Appeal, and Brand Image approaches.	10	CO1	BT5
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Part C: Answer Any 1 Following Questions. 20 M

Qn.No	Questions	M	CO	BT
13	Analyse the 12 brand personality archetypes based on the theory of Carl Jung and their application in branding by Margaret Mark and Carol S. Pearson with suitable examples.	20	CO2	BT5
14	Evaluate the different types of advertising media with relevant examples, clearly bringing out their strengths and limitations.	20	CO1	BT5