

MA in Journalism & Mass Communication

First Year, 2nd Semester Examination 2024

Advertising and Marketing: Theory & Practice

Time: 2 Hours

Full Marks: 40

Answer any two questions

1. What is brand management? Discuss the importance of brand management? Elucidate the differences between brand image and brand identity. 7+7+6
2. What is consumer behavior? What are the different types of consumer behavior? What are the major factors that help to shape consumer behavior? 4+8+8
3. Define Media Planning and Advertising Budget? Discuss different methods of determining Advertising Budget. 7+13
4. Suppose you are the marketing head of a newly launched mobile accessories brand – chalk out a detailed marketing campaign for your product. 20