

Prof. Brijmohan Mishra Institute of Medical & Technical Sciences, Burhanpur

Class : BBA 5th sem

Subject : Advertising and Brand Management

Q.1: Advertiser just try to sell the product. "DO you agree with this statement? Give reasons.

Q.2: What do you understand by Advertising Message? Explain objective in creating a advertising message.

Q.3: What is the effect of advertising in the evolving marketing management?

Q.4: "A Strong brand is a significant company's assets" Discuss.

Q.5: Explore the concept of brand positioning and suggest its importance in brand building exercise.