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Total No. of Pages : 02

Total No. of Questions : 09

BHSRM (2012 & Onwards) (Sem.-3)

MARKETING AND BRANDING

Subject Code : BHSRM-301

M.Code : 70634

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains FIVE questions carrying FIVE marks each and students has to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying TEN marks each and students has to attempt any TWO questions.

SECTION-A

Q1. Explain briefly the following term :

- a) Personal selling b) Brand
management c) Marketing d)
Brand loyalty e) New product
development f) Managing
brand over time g) Brand
equity h) Brand valuation i)
Marketing mix j) Market
segmentation

SECTION-B

- Q2. What is integrated marketing communication?
- Q3. Explain the process of leveraging secondary brand knowledge to build brand equity.
- Q4. Differentiate between traditional marketing and Guerrilla marketing.
- Q5. What do you understand by Brand extension?
- Q6. Explain the techniques of measuring Brand Equity.

SECTION-C

- Q7. Explain how key market and social trends affect the spa world.
- Q8. Discuss in detail the various steps of new product development process.
- Q9. “People have more faith in brands rather than products”. Critically analyse the statement with Role and importance of Branding.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.