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Total No. of Pages : 02

Total No. of Questions : 09

BHSRM (2014 & 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 have to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

SECTION-A

1. Explain briefly the following term :

- a) Define Marketing.
- b) What is Branding?
- c) What is spa marketing?
- d) What is Guerilla Marketing?
- e) What is Brand Position?
- f) Define Brand Extensions.
- g) What is promotion?
- h) What are branding strategies?
- i) What is meant by STP in marketing?
- j) What is customer based brand equity?

SECTION-B

2. Discuss the importance of spa marketing.
3. Explain how the key market and social trends affect the spa world.
4. Discuss the integrating marketing communication to build brand equity.
5. Discuss the method of measuring sources of brand equity.
6. What is Brand Management? Discuss the method of choosing brand elements to build brand equity.

SECTION-C

7. Pen down the emerging markets and trends that are likely to affect the future of the spa world.
8. With the help of examples pen down the four P's of marketing.
9. Pen down the process of introducing and naming new products and brand extensions.

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.