

IMBA AVTM Sem-5 Examination**IMBAVT-126****Branding Mgmt & Marketing in GP****Time : 2-30 Hours]****December-2024****[Max. Marks : 70****Instructions:**

- Figures to the right indicate full marks.
- Do not write anything on the question paper.
- Simple calculator is allowed. Do not use a scientific calculator.

1	Explain any 5 law, policies and guidelines for branding and marketing.	14
2	What is Quality Assurance? Explain its key Elements of Quality Assurance in Brand management. OR Explain sources of marketing and branding with appropriate examples.	14 14
3(i)	What is the difference between social media marketing and email marketing.	7
3(ii)	Describe multiple steps of planning and reporting in the context of brand management.	7
4	Write down current trends in branding with examples. OR List out the marketing strategies for an airline and explain in detail.	14 14
5	Explain branding & marketing concept with an appropriate case study of Service industry.	14