

IMBA AVT Sem.-5 Examination

IMBA AVT - 126

Brand Management & Marketing in Global Prospective

Time : 2-30 Hours]

December-2025

[Max. Marks : 70

Instructions:

- 1) Figures to the right indicate Full Marks.
- 2) Do not write anything on the question paper.
- 3) Do not use scientific calculator.

Q.1 What are the current trends influencing modern Branding and Marketing practices? 14

Q.2 What are the key components of an effective Branding and Marketing strategy? 14

OR

Describe the role of quality control, assurance, and management in building a successful brand.

Q.3 How does planning and reporting contribute to successful marketing campaigns? 14

OR

What are the major laws, policies, and guidelines that govern Branding and Marketing activities?

Q.4 How can innovative and abstract ideas help in strengthening brand identity and customer engagement? 14

OR

Why is it important to target various customer segments in marketing, and what methods are used for segmentation?

Q.5 What is cost efficiency in marketing, and why is it important for organizations? 14

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