



Seat No. : _____

DH-109

December-2025

IMBA GBM, Sem.-V

DSC-C-GBM-351T : International Advertising and Brand Management (Global Business Management)

Time : 2:00 Hours]

[Max. Marks : 50

Instructions :

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

1. Explain the concept of advertising and describe the factors influencing international advertising decisions. 10

OR

1. Explain why advertising is considered a communication process by outlining the steps involved in the Integrated Marketing Communication (IMC) process. 10

2. "Discuss thoroughly the key elements that contribute to the effectiveness of an advertising copy with example." 10

OR

2. Explain the role of fear appeal versus Humorous appeal in various types of advertising with examples. 10

3. Define Corporate Branding. Describe how is it different from product branding with suitable examples. 10

OR

3. "Brand Equity measures the value of the brand." Discuss the statement. 10

4. Define Brand Extension. Highlight the various types of brand extension strategies in International Market with examples. 10

OR

4. Explain how brand image can be enhanced through Sponsorship. How it is different from Event Management. 10

5. Short Questions : (Attempt any 5 out of 8)

10

- (1) Define Celebrity Appeal.
 - (2) Define Advertising Budget.
 - (3) Write two examples of Digital Advertising.
 - (4) Define Brand Image.
 - (5) Write two characteristics of Brand Name.
 - (6) Write any two elements of secondary association.
 - (7) What is Media Scheduling ?
 - (8) Write two examples of Brand as personality.
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