



FAIRFIELD Institute of Management & Technology

(Affiliated to GGSIP University, New Delhi)

तेजस्वि नावधीलमस्तु
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Grade Institute by DHE, Govt. of NCT Delhi, Affiliated to GGSIP University Delhi
and Approved by Bar Council of India & NCTE

B.Com. VIth Semester Advertising and Brand Management Paper Code -320

Objective:

The objective of this assignment is to familiarize the students with the nature and dimensions of evolving advertising and brand management to influence managerial decisions.

Questions:

1. Define nature and functions of advertising.
2. What are various methods of advertising budget?
3. Explain strategic brand management process.
4. What are the 3C's of positioning in Brand positioning?
5. Write short note on the following:
A) Brand Reinforcement B) Types of Brands C) Indian advertising Industry D) Advertising Media

Procedure:

The students should refer to the books mentioned in references and they can also take help from internet. The assignment should be handwritten and properly filled. Students should cover all these headings in their assignments.

- Index
- Introduction
- Objective of the assignments
- Assignment questions with answers
- Conclusion
- References

Outcome:

After completing the assignment, students will understand the various basic concepts of advertising and brand management and will be able to perform better in the subject.

Reference Book:

Keller K.L. (2008), Strategic Brand Management, 3rd edition, Pearson Education.