

**TAKSHSHILA INSTITUTE OF ENGINEERING & TECHNOLOGY,  
JABALPUR**

Assignment - Feb 2021

MS-311

**Advertising and Brand Management**

Max. marks: 70

Min. marks:28

Attempt all questions. All questions carry equal marks.

**UNIT-I**

- Q.1 Explain the concept of Advertising . What are the various types of Advertising Explain with examples .

**UNIT-II**

- Q.2 What do you mean by the marketing communication process ,also explain Communication Models.

**UNIT-III**

- Q.3 What are Marketing Mix factors - explain the difference between Advertising and Sales Promotion .

**UNIT-IV**

- Q.4 Indian Advertising agencies follow the Global Standards . Comment with examples .

**UNIT-V**

- Q.5 Write Short Notes ( any 3)  
(i) Branding (ii) Branding Process (iii) Brand Positioning (iv) Brand image  
(v) Brand Personality .