

## LAQ\_ IMC \_Unit I

1. Define the term IMC. Discuss the various partners of IMC. Explain how is IMC is different than Marketing Communication? Explain the process of strategic IMC planning.
2. Define the term advertising. Discuss the structure of an advertisement. Explain he various types of advertising agencies.

### LAQ UNIT-III Brand Management

1. What is the major advantage of having individual names for brands? Validate your answer with examples.
2. Explain the different brand naming strategies.
3. What are the two dimensions of brand identity? Explain with examples?

### UNIT-IV Brand Management

1. It will be difficult to find out the brand identity of any brand – comment.
2. Branding = Brand Image + Error. In this equation, what do you mean by error.
3. Explain the factors influencing repositioning of brands.