

## SAQs \_ IMC \_ Unit I

1. Distinguish between marketing communication and IMC.
2. Identify and write a brief note on IMC partners.
3. Discuss the frame work of marketing communication.
4. Discuss in brief the various roles played by an advertisement.
5. Explain the various advertising strategies in each stage of PLC.
6. Explain in brief the process of consumer adoption.
7. Explain the concept of Big Idea.
8. Discuss the role of data in IMC.
9. Explain the various stages involved in strategic IMC Planning process.
10. Explain the concept of DAGMAR in brief.

## UNIT-III Brand Management

1. What is branding?
2. What is the strategic relevance of branding?
3. What is individual branding?
4. What is family branding/umbrella branding?
5. What is corporate branding?
6. What are the four basic principles of brand creation?
7. What is Brand Concept Management?
8. What are the important factors in influencing the selection of a brand concept?

## UNIT-IV Brand Management

1. What is brand positioning?
2. What is PODs association?
3. What is POPs association?
4. What are the three key desirability criteria for PODs?
5. What are the three key deliverability criteria for PODs?
6. Define Core Brand Association.
7. What are the two options for refreshing old sources of brand equity or create new ones to achieve the intended positioning?
8. What are the different ways for improving brand image?

1. How a global market is segmented?
2. Give any 3 advantages and disadvantages of global branding.