**Roll No. ………………………..**

**Renaissance College of Commerce & Management**

**Assignment Question Paper**

**BBA V Semester Examination**

**Subject: Advertising & Brand Management**

***Note*** *:* Attempt All Question

Q. 1 What is advertising discuss the characteristics of advertising?

Q. 2 Explain communication model, its process, stages and challenges?

Q. 3 Explain the concept of marketing communication mix?

Q. 4 How is segmentation & motivation analysis responsible for customer behavior &

advertising

Q. 5 What do you understand by advertising message? What are its objective