

**PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)**

**BBA DEGREE EXAMINATION MAY 2017
(Sixth Semester)**

Branch - **BUSINESS ADMINISTRATION(RM)**

BRAND MANAGEMENT

Time : Three Hours

Maximum : 75 Marks

SECTION-A (20 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** marks (10 x 2 = 20)

- 1 Classify the types of brands.
- 2 Define logo.
- 3 Compare Brand and product.
- 4 Define Brand Vision.
- 5 What is Rebranding?
- 6 What is Brand Strategy?
- 7 Define Brand Value.
- 8 What is Brand Promotion?
- 9 What is Brand Positioning?
- 10 Define Brand equity?

SECTION - B (25 Marks!)

Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks (5 x 5 = 25)

- 11 a What are the advantages of branding?
OR
b Discuss the strategies used for online brand promotion.
- 12 a Explain the different types of branding strategies with suitable examples.
OR
b Explain Brand Management? Mention your favorite brands and why.
- 13 a Suggest measures to retain brand loyalty and customer loyalty.
OR
b How can buyer attitudes about brands country of origin affect the buying.
- 14 a Analyze the different types of brands with examples.
OR
b Analyze the essential criteria of successful brands.
- 15 a List the importance of branding.
OR
b List the factors favouring global branding.

SECTION - C (30 Marks!)

Answer any **THREE** Questions

ALL Questions Carry **EQUAL** Marks (3 x 10 = 30)

- 16 Suggest measures to retain brand loyalty and customer loyalty.
- 17 Discuss the positioning of brands and perspective of brand positions.
- 18 List the differences between branding and Rebranding.
- 19 Explain Brand evolution methods.
- 20 Discuss the advantages and disadvantages of a global marketing programme?

Z-Z-Z

END