

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION DECEMBER 2024
(Fifth Semester)

Branch – COMMERCE (RETAIL MARKETING)

BRAND MANAGEMENT

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

- 1) What are new product ideas??
(i) Plan for a new item (ii) new business
(iii) New ideas (iv) brand extension
- 2) What is decoding an image?
(i) Image back (ii) uncompressed bitmap
(iii) Modern value (iv) i & ii
- 3) State the brand personalities?
(i) Service (ii) product
(iii) Mission (iv) i & ii & iii
- 4) What is brand position strategy?
(i) Unique value (ii) market value
(iii) Modern value (iv) i & ii
- 5) What are the types of brand extensions?
(i) Product extension (ii) Line extension
(iii) Customer franchise extension (iv) i & ii & iii

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6) a) What are the terms of brand management?
OR
b) Summarize the brand position.
- 7) a) State the Definition of kapferer's brand image.
OR
b) Narrate the ZMET.
- 8) a) Bring out the uses brand personality.
OR
b) Describe the brand awareness.

Cont...

- 9) a) Analyze the brand position.
OR
b) Bring out the brand equity.
- 10) a) Describe the global brand environment.
OR
b) Explain the merits of brand extension?

SECTION -C (30 Marks)

Answer any **Three** questions

ALL questions carry **EQUAL** Marks

(3 x 10 = 30)

- 11) Explain the Elements of Brand Management.
- 12) Discuss the advantages and disadvantages of brand identity.
- 13) Enumerate the tools for brand communication.
- 14) Elucidate the measures of brand Equity.
- 15) Discuss the pitfalls the brand positioning.

Z-Z-Z

END