

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BBA DEGREE EXAMINATION MAY 2024
(Sixth Semester)

Branch - BUSINESS ADMINISTRATION (RETAIL MANAGEMENT)

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. Which one of the following forms of asset the brand has _____?
(i) Tangible assets (ii) Intangible assets
(iii) Current assets (iv) Fixed assets
2. What is more important in brand equity?
(i) Quality (ii) Quantity
(iii) Customer perception (iv) Customer experience
3. Which of the following is the characteristic of personality of a brand?
(i) Logo (ii) Packaging
(iii) Color (iv) Durability
4. Which of the following is considered the first step of the strategic brand management process?
(i) Building brand mission (ii) Building brand vision
(iii) Building brand objectives (iv) Building brand picture
5. Which of the following is basically getting into different versions of the same base product on the same market?
(i) Product extension (ii) Brand diversification
(iii) Market extension (iv) Line extension

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

6. a) Explain the characteristics of brand.
OR
b) Differentiate brand and product.
7. a) Bring out the factors affecting brand positioning.
OR
b) Explain the methods of measuring brand equity.
8. a) Write note on superior brands.
OR
b) Explain about post purchase behaviour.
9. a) Describe the importance of umbrella brands.
OR
b) Outline the benefits of line brands.
10. a) Narrate the factors affecting experiential brands.
OR
b) Summarize the advantages of brand extension.

Cont...

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

11. a) Discuss the branding challenges and opportunities.
OR
b) Analyze the anatomy of brand.
12. a) Identify the steps involved in the process of brand positioning.
OR
b) Elaborate the various brand equity models and their functions.
13. a) Discuss the consumer buying decision process.
OR
b) Examine the steps involved in selection of brand.
14. a) Enumerate the various dimensions of brand image.
OR
b) Elucidate about the methods of brand valuation.
15. a) Discuss the stages of brand image with suitable example.
OR
b) Identity a fading Brand. What suggestions can you offer to revitalize it?

Z-Z-Z

END