

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA DEGREE EXAMINATION MAY 2025
(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 Identify the branding strategy is called---
(i) Brand architecture (ii) Brand rate
(iii) Brand earnings (iv) Brand responsive
- 2 Mention the brand elements is also known as
(i) Awareness (ii) Recall
(iii) Identity (iv) Image
- 3 What is brand positioning?
(i) The process of creating a brand identity
(ii) The process of differentiating a brand from its competitors
(iii) The process of creating a unique value proposition for a brand
(iv) The process of development a brand marketing strategy
- 4 State the brand assets include
(i) The name of the brand (ii) Reputation, relevance and loyalty
(iii) Less quality companies (iv) All of the these
- 5 Find the brand personality is a set of ----- characteristics associated with the brand
(i) Human (ii) Computer
(iii) Product (iv) Artificial intelligence

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a Analyze the types of brand evolution.
OR
b Explain the designing brand architecture.
- 7 a Summaries the factors influence brand selection.
OR
b Describe the facets of brand identity.
- 8 a Prepare the need for brand positioning.
OR
b Develop the POD's positioning strategy.
- 9 a Organize the elements of brand personality.
OR
b Calculate the branding valuation methods.
- 10 a Explain the managing brand image
OR
b Classify the types of brand extension.

Cont...

SECTION -C (30 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** Marks

(5 x 6 = 30)

- 11 a Analyze the challenges and opportunities of branding.
OR
b Examine the building brand for a retail organization.
- 12 a Highlight the steps involved in brand evaluation.
OR
b Identify the consumer search for branding information.
- 13 a Discover the strategies of global branding.
OR
b Classify the types of branding strategies.
- 14 a Highlight the building brand equity.
OR
b Justify the customer and brand relationship spectrum.
- 15 a Categorize the types of brand extendibility.
OR
b Discuss the impact of E-commerce on brands.

Z-Z-Z

END