

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA DEGREE EXAMINATION DECEMBER 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 Define a brand. Which of the following best describes it?
(i) A logo or symbol used by a company
(ii) A name, term, sign, symbol, or design that identifies goods or services
(iii) A type of packaging style
(iv) A pricing method used for a product
- 2 Identify the key attribute of a strong brand identity
(i) Consistency in communication (ii) Frequent changes in logo
(iii) Random advertising messages (iv) Ignoring customer feedback
- 3 Which of the following represents the 3 C's of brand positioning?
(i) Company, Customer, Competitor (ii) Cost, Channel, Communication
(iii) Culture, Creativity, Consistency (iv) Category, Concept, Commerce
- 4 Find which of the following is a method of brand valuation?
(i) Cost-based method (ii) Income-based method
(iii) Market-based method (iv) All of the above
- 5 Which of the following indicates the impact of e-commerce on brands?
(i) Reduced global reach (ii) Easier brand-customer interaction
(iii) Limited market competition (iv) Decreased need for online presence

SECTION - B (15 Marks)

Answer ALL Questions

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

- 6 a Explain the concept of a brand and its evolution in the modern marketplace
OR
b Describe the differences between brands and products, and outline the factors that define a successful brand
- 7 a Analyze the steps involved in brand planning, and show how effective planning contributes to brand growth.
OR
b Compare the criteria for brand selection and summarise their significance in brand success.
- 8 a Apply the 3 C's of positioning to demonstrate how they help in creating a distinct market identity.
OR
b Describe various types of branding strategies and illustrate their role in building superior brands.

Cont...

- 9 a Explain the concept of brand personality and state how it influences customer perception.

OR

- b Outline the steps involved in building brand equity, and show how they affect brand strength.

- 10 a Bring out the role of brand image management in ensuring long-term brand success

OR

- b Discuss and organize the process of brand extension, explaining its importance in modern marketing.

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks (5 x 6 = 30)

- 11 a Examine the anatomy of a brand and justify how brand architecture contributes to organizational growth.

OR

- b Discuss the branding challenges and opportunities faced by retail organizations in the competitive era

- 12 a Elucidate the role of brand attributes in developing a unique brand identity

OR

- b Differentiate how consumer search for brand information impacts purchase decision-making.

- 13 a Discuss and trace the evolution of global branding strategies and their relevance in international markets.

OR

- b Highlight and distinguish between POP's and POD's as elements of a positioning strategy.

- 14 a Examine the relationship between brand equity and customer loyalty, citing appropriate examples.

OR

- b Categorize the methods of brand valuation, and infer their strategic use in brand assessment.

- 15 a Summarise the legal perspectives that influence brand management in the digital economy

OR

- b Justify how e-commerce impacts brand revitalization and brand extendibility in the current business environment.

Z-Z-Z

END