

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION DECEMBER 2025
(Fifth Semester)

Branch – **COMMERCE (RETAIL MARKETING)**

BRAND MANAGEMENT

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	Which of the following best defines a brand? a) A company logo b) A product with a name, symbol, or design that differentiates it c) An advertisement d) A trademark only	K1	CO1
	2	Why is brand awareness considered the foundation of building strong brands? a) It increases production efficiency b) It allows consumers to recognize and recall the brand c) It guarantees immediate brand loyalty d) It reduces the need for marketing communication	K2	CO1
2	3	Who introduced the concept of Brand Identity Prism? a) Philip Kotler b) David Aaker c) Jean-Noël Kapferer d) Kevin Lane Keller	K1	CO2
	4	How does brand image differ from brand identity? a) Brand image is company-designed; while brand identity is consumer-perceived b) Brand identity is company-created, while brand image is consumer-perceived c) Both are identical concepts d) Brand identity is less important than brand image	K2	CO2
3	5	Who proposed the five dimensions of brand personality? a) Jean-Noël Kapferer b) Jennifer Aaker c) Kevin Lane Keller d) Philip Kotler	K1	CO3
	6	Why is brand personality important in marketing communication? a) It reduces production cost b) It helps consumers relate emotionally and symbolically with the brand c) It guarantees immediate sales d) It eliminates the need for advertising	K2	CO3
4	7	Positioning refers to a) Choosing advertising channels b) Creating a distinct place in the consumer's mind for a brand c) Reducing product cost d) Designing product packaging only	K1	CO4
	8	Why is competitor analysis crucial for effective brand positioning? a) It helps reduce employee turnover b) It identifies gaps and opportunities to differentiate the brand c) It ensures low pricing strategy d) It guarantees brand extension	K2	CO4
5	9	Which of the following is an example of brand extension? a) Coca-Cola launching Diet Coke b) A company changing its logo c) A brand increasing its price d) A firm reducing production cost	K1	CO5
	10	Why is evaluating brand equity important for organizations? a) It measures financial value and consumer perception of the brand b) It eliminates advertising expenses c) It guarantees brand loyalty forever d) It reduces the need for innovation	K2	CO5

Cont...

SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

 $(5 \times 7 = 35)$

Module No.	Question No.	Question	K Level	CO
1	11.a.	Examine the characteristics of a strong brand.	K3	CO1
		(OR)		
2	12.a.	Differentiate between brand identity and brand image with suitable examples.	K2	CO2
		(OR)		
3	12.b.	Why is Kapferer's Brand Identity Prism useful in brand building?	K3	CO3
		(OR)		
4	13.a.	Write a brief note about brand awareness.	K3	CO3
		(OR)		
5	13.b.	Examine the tools used in brand communication.	K2	CO4
		(OR)		
4	14.a.	Why is competitor analysis important in brand positioning? Explain with example.	K2	CO4
		(OR)		
5	14.b.	Explain the role of brand positioning in influencing consumer choice.	K4	CO5
		(OR)		
5	15.a.	What is brand extension? Give two examples.	K4	CO5
		(OR)		
5	15.b.	Analyse the various methods of measuring brand equity.		

SECTION - C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks

 $(3 \times 10 = 30)$

Module No.	Question No.	Question	K Level	CO
1	16	Classify the importance of brand awareness in building a successful brand.	K4	CO1
2	17	Assess the effectiveness of brand identity in sustaining customer loyalty.	K4	CO2
3	18	Explain about Aaker's Five Dimensions of Brand Personality.	K3	CO3
4	19	Examine the strategies involved in successful brand positioning with reference to Nike.	K4	CO4
5	20	Categorize the success factors of brand extensions in the Indian market.	K4	CO5