

**PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)**

**BBA DEGREE EXAMINATION MAY 2026
(Sixth Semester)**

Branch -BUSINESS ADMINISTRATION(RETAIL MANAGEMENT)

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 describes a brand? (i) A tangible product (ii) A registered patent (iii) A name, term, symbol, or design that identifies and differentiates a product (iv) A manufacturing process	K1	CO1
	2	The main difference between a product and a brand is that a brand (i) Has physical features only (ii) Exists only in the factory (iii) Creates emotional and psychological associations (iv) Cannot be advertised	K2	CO1
2	3	Brand evaluation primarily helps in (i) Reducing production cost (ii) Measuring brand performance and equity (iii) Increasing factory output (iv) Changing company ownership	K1	CO2
	4	Brand selection by consumers is mainly influenced by (i) Warehouse size (ii) Brand perception and value (iii) Number of employees (iv) Production technology	K2	CO2
3	5	The 3 C's of brand positioning include the following (i) Company, Customer, Competitor (ii) Cost, Channel, Communication (iii) Creativity, Consistency, Control (iv) Culture, Commerce, Consumerism	K1	CO3
	6	Brand strategy primarily focuses on (i) Increasing production capacity (ii) Long-term brand growth and competitive advantage (iii) Reducing employee turnover (iv) Minimizing packaging cost	K2	CO3
4	7	Brand personality refers to (i) The physical features of a product (ii) Human characteristics associated with a brand (iii) The company's financial strength (iv) The packaging material	K1	CO4
	8	The Brand-Customer Relationship Spectrum ranges from (i) Awareness to Loyalty (ii) Indifference to Partnership (iii) Transaction to Emotional Bonding (iv) Production to Consumption	K2	CO4
5	9	Legal protection of a brand is mainly provided through (i) Patent (ii) Copyright (iii) Trademark (iv) License agreement	K1	CO5

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	10	Managing brand image primarily focuses on: (i) Reducing production cost (ii) Controlling consumer perceptions about the brand (iii) Increasing factory output (iv) Eliminating competitors	K2	CO5
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SECTION - B (35 Marks)Answer **ALL** questions**ALL** questions carry **EQUAL** Marks (5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	List the concept of brand perspective and differentiate between brands and products with suitable examples.	K1, K2	CO1
		(OR)		
	11.b.	Demonstrate the key components of brand anatomy and their significance in brand building.		
2	12.a.	Explain the process of brand evaluation and planning and also discuss its importance in strategic brand management.	K2	CO2
		(OR)		
	12.b.	Classify the different types of brand attributes and explain how they influence consumer brand selection.		
3	13.a.	What is the difference between PoP and PoD in branding?	K3	CO3
		(OR)		
	13.b.	Identify the different types of branding strategies and explain how they contribute to building superior brands.		
4	14.a.	Discover the Brand-Customer Relationship Spectrum and discuss how organizations can strengthen customer relationships through brand personality.	K4	CO4
		(OR)		
	14.b.	Simplify the concept of brand equity and explain the steps involved in building strong brand equity.		
5	15.a.	Utilize the strategies involved in managing brand image and discuss the legal perspectives that protect brand identity.	K3	CO5
		(OR)		
	15.b.	Apply the concept of brand extension, its types, and factors affecting brand extendibility.		

SECTION - C (30 Marks)Answer **ANY THREE** questions**ALL** questions carry **EQUAL** Marks (3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Recall the evolution of brands over time and evaluate how changing consumer behavior has influenced brand strategies.	K1 & K5	CO1
2	17	Outline the concept of brand identity and explain how organizations can build a strong and consistent brand identity in competitive markets.	K2	CO2
3	18	Analyze the concept of global branding strategies and benefits of standardization versus adaptation in international markets.	K4	CO3
4	19	Choose the various methods of measuring brand equity and their effectiveness in strategic brand management.	K3	CO4
5	20	Elaborate the need for brand revitalization and brand elimination and suggest suitable strategies for managing declining brands.	K6	CO5

Z-Z-Z END