

PSG COLLEGE OF ARTS & SCIENCE

(AUTONOMOUS)

BBA DEGREE EXAMINATION MAY 2022

(Sixth Semester)

Branch –BUSINESS ADMINISTRATION (RETAIL MANAGEMNET)

BRAND MANAGEMENT

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 x 1 = 10)

1. Which one of the following forms of asset the brand has _____ ?
 a) Tangible assets b) Intangible assets
 c) Current assets d) Fixed assets
2. When brand management becomes the heart of marketing then which one becomes the heart of brand management.
 a) Owner's equity b) Brand equity c) Brand assets d) Brand value
3. Brand picture is based on which one of the following?
 a) Brand value b) Brand mission
 c) Brand vision d) Brand image
4. Which of the following brand strategy which gives you the benefit of premium pricing?
 a) Umbrella brand strategy b) Line brand strategy
 c) Product brand strategy d) Family brand strategy
5. While developing the brand picture, first of all, you envision _____
 a) Attributes b) Obsessions c) Benefits
 d) All the above
6. Which one of the following is the best example of implicit promise?
 a) Personal computer b) Furniture
 c) Green tea d) Crockery
7. Which of the following is considered the first step of the strategic brand management process?
 a) Building brand mission b) Building brand vision
 c) Building brand objectives d) Building brand picture
8. What approach should a brand manager adopt to know the status of a brand stands in terms of consumer perceptions?
 a) Compare two or three brands b) Analyze the market segmentations
 c) Select the potential target markets d) Understanding customer's needs
9. Which of the following is basically getting into different versions of the same base product on the same market?
 a) Product extension b) Brand diversification
 c) Market extension d) Line extension
10. When two brands join hands to create one brand by using the strong expressions of both, this is known as _____
 a) Bundling b) Branding
 c) Brand management d) Brand equity

Cont...

SECTION - B (35 Marks)

Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks

(5 x 7 = 35)

11. (a) What are the elements of brand?

(Or)

(b) Differentiate brand and product.

12. (a) What are the factors affecting brand positioning?

(Or)

(b) Explain the methods of measuring brand equity.

13. (a) Write note on superior brands.

(Or)

(b) What are the steps involved in selection of brand?

14. (a) Explain the characteristics of brand building.

(Or)

(b) What are the advantages of umbrella brand?

15. (a) What are the factors affecting experiential brands?

(Or)

(b) What are the various types of brand extensions?

SECTION - C (30 Marks)

Answer any **THREE** Questions

ALL Questions Carry **EQUAL** Marks

(3 x 10 = 30)

16. Describe the branding challenges and opportunities.

17. Elaborate the various brand equity models and their functions.

18. Discuss the consumer buying decision process.

19. Explain in detail about the methods of brand valuation.

20. Identify a fading Brand. What suggestions can you offer to revitalize it?