

Exam Date & Time: 01-Oct-2020 (10:00 AM - 01:45 PM)



PSG COLLEGE OF ARTS AND SCIENCE

Note: Writing 3hrs: Checking & Inserting Image : 30mins + Grace Time : 15mins

BBA DEGREE EXAMINATION MAY 2020
(Sixth Semester)

Branch - BUSINESS ADMINISTRATION (RETAIL MANAGEMENT)
BRAND MANAGEMENT [14RMU30]

Marks: 75

Duration: 225 mins.

SECTION A

Answer all the questions.

- 1) Define Brand. (2)
- 2) What is meant by brand evolution? (2)
- 3) Define brand positioning. (2)
- 4) What do you mean by brand equity? (2)
- 5) What are the key drivers of buying? (2)
- 6) What do you mean by buying decision? (2)
- 7) Define umbrella branding. (2)
- 8) What do you understand by endorsement branding? (2)
- 9) Write short note on brand revitalization. (2)
- 10) What is meant by symbolic brand? (2)

SECTION B

Answer all the questions.

- 11) What are the levels of brand? (5)
 - a)
 - [OR] Explain the various functions of brand. (5)
 - b)
- 12) Explain the 3C's of brand positioning. (5)

- a)
[OR] Explain the brand equity model. (5)
b)
- 13) Explain about consumer decision making on brand selection. (5)
- a)
[OR] Write a note on post purchase behaviour. (5)
b)
- 14) What are the advantages of brand building? (5)
- a)
[OR] Explain the benefits of line branding. (5)
b)
- 15) Write a note on functional brands. (5)
- a)
[OR] What are the various types of brand extensions? (5)
b)

SECTION C

Answer 3 out of 5 questions.

- 16) Briefly explain the branding challenges and opportunities. (10)
- 17) Elaborate the evolution of brand positioning. (10)
- 18) Describe the consumer buying decision process. (10)
- 19) Briefly explain the methods of brand valuation. (10)
- 20) Describe the various forces affective brands. (10)

-----End-----