

**PSG COLLEGE OF ARTS & SCIENCE**  
**(AUTONOMOUS)**  
**BBA DEGREE EXAMINATION MAY 2019**  
**(Sixth Semester)**

Branch - **BUSINESS ADMINISTRATION (RETAIL MANAGEMENT)**

**BRAND MANAGEMENT**

Time : Three Hours

Maximum : 75 Marks

**SECTION-A (20 Marks)**

Answer **ALL** questions

**ALL** questions carry **EQUAL** marks (10 x 2 = 20)

- 1 Define brand.
- 2 What is meant by Logo?
- 3 What is brand image & brand identity?
- 4 Define target marketing.
- 5 What do you mean by brand vision?
- 6 Define private labels.
- 7 What is iconic brand?
- 8 What is meant by brand mix?
- 9 What is umbrella branding?
- 10 Expand POP's and POD.

**SECTION - B (25 Marks)**

Answer **ALL** Questions

**ALL** Questions Carry **EQUAL** Marks (5 x 5 = 25)

- 11 a Explain brand is an asset.  
OR  
b What are the principles of brand management?
- 12 a What are the steps involved in brand building?  
OR  
b Discuss the merits and demerits of brand leverage.
- 13 a Explain the brand create value, prove values (or) reduce value for customers.  
OR  
b Explain the tactics to build measure and manage brand equity.
- 14 a Explain the various strategies for branding industrial products.  
OR  
b Discuss the procedure for naming a new brand.
- 15 a What are the challenges and opportunities imbibed in branding?  
OR  
b Illustrate with examples the options a brand manager has to promote his brand online.

**SECTION - C (30 Marks)**

Answer any **THREE** Questions

**ALL** Questions Carry **EQUAL** Marks (3 x 10 = 30)

- 16 Describe branding concepts in detail.
- 17 Elaborate the different branding strategies.
- 18 Analyze the essential criteria of successful brands.
- 19 Discuss the statement 'private label procedure can offer lower prices than retailer'.
- 20 Enumerate the significance of a brand manager, brand management