

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA(RM) DEGREE EXAMINATION MAY 2023
(Sixth Semester)

Branch – RETAIL MANAGEMENT

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. What is more important in brand equity?
(i) Quality (ii) Quantity
(iii) Customer perception (iv) Customer experience
2. Which of the following car brand no longer exists?
(i) Maruti Suzuki (ii) Tesla
(iii) BMW (iv) Hummer
3. When companies combine existing brand with new brands, brands are called _____.
(i) Parent brand (ii) Product extension
(iii) Brand extension (iv) Sub-brand
4. Amul Masti Dahi is an example of _____.
(i) Line extension (ii) Brand extension
(iii) Category extension (iv) Brand discontinuation
5. Brand picture is based on which one of the following?
(i) Brand value (ii) Brand mission
(iii) Brand vision (iv) Brand image
6. While determining levels of preferences of consumers in relation to the criterion, researchers come to know that mostly consumers give priority to the brand due to its _____.
(i) Customer service (ii) Consistent performance
(iii) Price value relationship (iv) Accessibility
7. When the same brand name holds several products in different markets, it is known as the
(i) Umbrella brand (ii) Source brand
(iii) Multi-brand (iv) Range brand
8. Which of the following is the indicator of brand strength?
(i) Brand reputation (ii) Patents and rights
(iii) Perceived brand values (iv) Growth rate
9. Which of the following is a “concise statement that summarizes brand’s commitment or promise to target consumers and actively communicates the advantage over competing brands”?
(i) Vision statement (ii) Mission statement
(iii) Positioning statement (iii) Value statement
10. Which of the following is the characteristic of personality of a brand?
(i) Logo (ii) Packaging
(iii) Color (iv) Durability

Cont...

SECTION - B (35 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 7 = 35)

11. (a) Explain the characteristics of brand.
(OR)
(b) Explain the anatomy of brand.
12. (a) State the 3 C's of Positioning.
(OR)
(b) How do you measure the brand equity?
13. (a) Explain about post purchase behaviour.
(OR)
(b) Outline the steps involved in selection of brand.
14. (a) State the importance of umbrella brand.
(OR)
(b) Explain the benefits of line brands.
15. (a) Explain about the experiential brands.
(OR)
(b) State the advantages of brand extension.

SECTION - C (30 Marks)

Answer any THREE Questions

ALL Questions Carry EQUAL Marks

(3 x 10 = 30)

16. Discuss the branding challenges and opportunities.
17. Analyze the steps involved in the process of brand positioning.
18. Discuss the consumer buying decision process.
19. Classify the various dimensions of brand image.
20. Discuss the stages of brand image with suitable example.

Z-Z-Z

END