



23119946

QP CODE: 23119946

Reg No :

Name :

**UNDER GRADUATE (CBCS) SPECIAL SUPPLEMENTARY EXAMINATIONS, APRIL
2023**

Fifth Semester

(Offered by the Board of Studies in Management and Business Studies)

OPEN COURSE - BA5OPT22 - BRAND MANAGEMENT

2020 Admission Only

02594A78

Time: 3 Hours

Max. Marks : 80

Part A

Answer any ten questions.

Each question carries 2 marks.

1. What are intangible goods?
2. Define the term 'brand'.
3. What is extended identity of a brand?
4. Brand name protection is crucial for a business'. Why?
5. What is a mascot logo?
6. Mention two advantages of brand marks.
7. What do you mean by tagline?
8. Define brand positioning.
9. What do you mean by brand audit?
10. Write any two advantages of brand extension.
11. What is brand licensing?
12. What is joint venture co-branding?

(10×2=20)

Part B

Answer any six questions.

Each question carries 5 marks.





13. Define Product. What is product line?
14. Write any five types of brands.
15. Explain any five points to be considered in selecting a brand name.
16. Explain consumer oriented Brand Promotion techniques.
17. What is a wordmark? Mention any three advantages of using wordmarks.
18. What is a trademark?
19. What are the five benefits of brand equity?
20. Explain the factors determining the Brand Equity.
21. Explain any five advantages of co branding.

(6×5=30)

Part C

Answer any two questions.

Each question carries 15 marks.

22. Explain the various steps followed in the branding process.
23. What are the different methods used for brand promotion?
24. Explain different types of logo. What are the things to be considered in designing a logo?
25. Explain different types of brand extension. Also explain the advantages of brand extension.

(2×15=30)

