



QP CODE: 21100298



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Reg No :

Name :

UNDERGRADUATE (CBCS) EXAMINATION, FEBRUARY 2021

Fifth Semester

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

Open Course - BA5OPT22 - BRAND MANAGEMENT

2017 Admission Onwards

760B1338

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

Each question carries 2 marks.

1. What is a product?
2. 'The brand name should be meaningful'. Explain.
3. What is core identity of a brand?
4. Mention any two print media used for brand promotions.
5. What is an abstract logo mark?
6. State any two distinct elements of logo.
7. What do you mean by wordmark?
8. What is brand positioning?
9. Write any two factors determining the brand equity.
10. Write any two benefits of brand extension.
11. What is upscale brand extension?
12. What is same company co-branding?

(10×2=20)

Part B

*Answer any **six** questions.*

Each question carries 5 marks.

13. How can we classify products on the basis of tangibility?
14. Explain licensed brands and dealer brands.





15. What is brand name protection? Why is it important to protect a brand name?
16. Write any five objectives of Brand Promotion?
17. What is a brand mark? Mention any three advantages of brandmarks.
18. What is a tagline? Explain any three advantages of tagline.
19. Explain the steps followed in brand positioning process.
20. What are the advantages of a strong brand equity?
21. What are the benefits of brand licensing?

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. What is Branding? What are the advantages of Branding?
23. What are the features of a good brand name?
24. a) What is a trade mark? What are its benefits?
b) What is a brand mark? What are the advantages of a brandmark?
25. What are the benefits of co branding? Explain the different forms of co branding.

(2×15=30)

