



QP CODE: 22100295



22100295

Reg No :

Name :

**UNDER GRADUATE (CBCS) REGULAR / REAPPEARANCE EXAMINATIONS,
JANUARY 2022
Fifth Semester**

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

OPEN COURSE - BA5OPT22 - BRAND MANAGEMENT

2017 Admission Onwards

E822A019

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. What is a product?
2. What is a national brand?
3. What is brand identity?
4. Mention any two social media used for brand promotions.
5. What is the use of a unique logo?
6. Write any two advantages of using a word mark.
7. What is a brand mark?
8. Explain two factors determining the brand equity.
9. What is a brand audit?
10. Define brand extension.
11. What is horizontal brand extension?
12. What is co-branding?

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*





13. What are the advantages of branding to the consumers?
14. Explain the branding process.
15. Mention any five features of a good brand name.
16. What are the advantages of registering a brand name?
17. What is a trademark? Explain any three merits of trademarks.
18. What is a tagline? Explain any three functions of a tagline.
19. Explain any five benefits of brand positioning.
20. Explain the steps followed in brand positioning process.
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 a product? Explain different classifications of products.
23. Explain various medias used for brand promotion.
24. What are the benefits of using a logo? Also explain the characteristics of a good logo.
25. What are different types of co branding? Also explain the benefits of co branding.

(2×15=30)

