

QP CODE: 22102047



Reg No :

Name :

**UNDER GRADUATE (CBCS) SPECIAL SUPPLEMENTARY EXAMINATIONS,
MAY 2022**

Fifth Semester

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

OPEN COURSE - BA5OPT22 - BRAND MANAGEMENT

2019 Admission Only

3EAC5195

Time: 3 Hours

Max. Marks : 80

Part A

Answer any **ten** questions.

Each question carries **2** marks.

1. Define product.
2. What are durable goods?
3. What is the drawback of developing new word as a brand name?
4. Mention any two broadcast media used for brand promotions.
5. What is a combination mark logo?
6. Write any two disadvantages of brand marks.
7. Write any two benefits of trademarks.
8. What do you mean by brand equity?
9. Write any two factors determining the brand equity.
10. What is brand extension?
11. Write any two benefits of brand licensing.
12. What is ingredient co-branding?

(10×2=20)

Part B

Answer any **six** questions.

Each question carries **5** marks.

13. What is branding and why is it important?





14. Write a short note on various steps followed in the selection of brand name.
15. Explain any five benefits of protecting a brand name.
16. Why brand promotion is considered important?
17. What are the five distinct elements of a logo?
18. What is a wordmark? What are the drawbacks of word mark only logo?
19. Write any five benefits of brand positioning.
20. Explain brand positioning process.
21. What are different types of brand extension?

(6×5=30)

Part C

*Answer any two questions.
Each question carries 15 marks.*

22. What is a brand name? What are the different types of brands?
23. What is Brand Identity ? What are the factors affecting brand identity?
24. a) What is a trade mark? What are its benefits?
b) What is a tagline? What are its benefits?
25. What are different types of co branding? Also explain the advantages of co branding.

(2×15=30)

