

QP CODE: 19102697



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Reg No :

Name :

UNDERGRADUATE (CBCS) EXAMINATION, OCTOBER 2019

Fifth Semester

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

Open Course - BA5OPT22 - BRAND MANAGEMENT

2017 Admission Onwards

9CF54C4C

Maximum Marks: 80

Time: 3 Hours

Part A

Answer any ten questions.

Each question carries 2 marks.

- ✓ 1. What are tangible goods?
2. What is a 'store, or private label' brand?
- ✓ 3. Define brand identity
- ✓ 4. What is brand name protection?
5. What is a wordmark?
- ✓ 6. What is a trademark?
- ✓ 7. What is a tagline?
- ✓ 8. What do you mean by brand positioning?
9. Define brand equity
- ✓ 10. What is image related brand extension?
11. Write any two benefits of brand licensing.
12. Mention any two advantages of co-branding

(10×2=20)

Part B

Answer any six questions.

Each question carries 5 marks.

13. Explain the term product. What is product mix?





14. What are the steps involved in branding process?
- ✓ 15. What is a brand name? Explain any four attributes of a brand name
- ✓ 16. What are the different ways to promote a brand online? *based -3 (1)*
17. Mention any five things that have to be considered while designing a logo.
- ✓ 18. Explain brand mark. What are its advantages?
19. Explain the factors determining the Brand Equity?
- ✓ 20. What is brand audit?
21. Explain different types of co branding.

(6×5=30)

Part C

Answer any two questions.

Each question carries 15 marks.

22. Define brand name. Explain the advantages of branding.
- ✓ 23. Explain various methods used for promoting a brand.
24. Explain different types of logo. What are the characteristics of a good logo?
- ✓ 25. What are different types of brand extension? What are the benefits of brand extension?

(2×15=30)

