



QP CODE: 19102697

 Reg No
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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

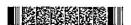
 $(10 \times 2 = 20)$

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?
- 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.

 $(6 \times 5 = 30)$

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?

 $(2 \times 15 = 30)$

