



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?
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)

