

QP CODE: 20100298



Reg No :

Name :

UNDERGRADUATE (CBCS) EXAMINATION, FEBRUARY 2020

Fifth Semester

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

Open Course - BA5OPT22 - BRAND MANAGEMENT

2017 Admission Onwards

46F757A3

Time: 3 Hours

Maximum Marks :80

Part A

Answer any ten questions.

Each question carries 2 marks.

1. What is the benefit of using a short and simple brand name?
2. What is a regional brand?
3. Write any two benefits of strong brand identity.
4. Write two important objectives of brand promotion.
5. Mention any two things that have to be considered while designing a logo.
6. Write any two benefits of trademarks.
7. Mention two important functions of taglines.
8. What is brand positioning?
9. Explain any two factors determining the brand equity.
10. What is unrelated brand extension?
11. What do you mean by brand licensing?
12. What is co-branding?

(10×2=20)

Part B

Answer any six questions.

Each question carries 5 marks.

13. How are products classified according to their durability?
14. What are the Advantages of Branding to the sellers?





15. Explain any five attributes of a brand name.
16. Write a short note on brand name protection.
17. Define logo. What are its benefits?
18. What is a brand mark? Mention any three advantages of brandmarks.
19. What are the advantages of a strong brand equity ?
20. Explain brand audit.
21. What are the different forms of co branding?

(6×5=30)

Part C

Answer any two questions.

Each question carries 15 marks.

22. What is a product? What are the various types of products?
23. Write an essay on various medias used for promoting a brand.
24. Explain a word mark logo? What are its advantages and disadvantages?
25. Explain different types of brand extension. What are the advantages of brand extension?

(2×15=30)

