



QP CODE: 23141006

Reg No :

Name :

**UNDER GRADUATE (CBCS) REGULAR / REAPPEARANCE EXAMINATIONS,
OCTOBER 2023**

Fifth Semester

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

OPEN COURSE - BA5OPT22 - BRAND MANAGEMENT

2017 Admission Onwards

93138536

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. What do you mean by the term 'product'?
2. What are convenience goods?
3. What is the drawback of developing new word as a brand name?
4. Mention any two objectives of brand promotion.
5. What is a lettermark logo?
6. What do you mean by brand mark?
7. What is a tagline?
8. Write any two benefits of brand positioning.
9. Define brand positioning.
10. What is unrelated brand extension?
11. What is complementary co-branding?
12. Write any two benefits of co-branding.

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*





13. What are the steps involved in branding process?
14. Explain umbrella branding and individual branding.
15. Explain any five factors affecting brand identity..
16. Explain any five medias used for brand promotion.
17. Mention any five advantages of word marks.
18. What is a trademark? Explain any three benefits of trademarks.
19. What are the advantages of a strong brand equity?
20. Write any five factors determining the Brand Equity?
21. Mention any five advantages of brand extension.

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. What is Branding? What are the Advantages of Branding?
23. What are the advantages of protecting a brand name? Explain the procedure followed by an Indian business man for protecting his brand name.
24. Explain different types of logo. What are the things to be considered in designing a logo?
25. a) What are the benefits of brand licensing?
b) Explain different types of co branding.

(2×15=30)

