

**Faculty of Business Management**  
**BBA III-Year, CBCS-V Semester Backlog Examinations –June/July, 2022**  
**PAPER: Brand Management (M1)**

Time: 3 Hours

Max Marks: 80

**Section-A**I. Answer any *five* of the following

(5x4=20 Marks)

1. Importance of branding
2. Brand audit
3. Example of brand re-positioning
4. Brand ambassador
5. Need for re-launching
6. What is Brand loyalty
7. Explain brand awareness
8. Brand Personality

**Section-B**

II. Answer the following questions

(5x12=60 Marks)

9. (a) Explain different types of brands

OR

(b) Elaborate the functions of brand

10. (a) Explain AIDA model

OR

(b) What is Brand communication? Discuss in detail

11. (a) Explain different categories for Brand Extension.

OR

(b) Discuss various examples of brand extension in Indian context

12. (a) What is meant by Brand Positioning? Discuss its importance in terms of success of any brand.

OR

(b) Discuss various brand positioning variables

13. (a) Explain the tactics to build measure and manage Brand equity.

OR

(b) Discuss the concept of Brand management

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**Section-A**

- I. Answer any *five* of the following questions (5x4=20 Marks)
1. Explain the concept of branding.
  2. What is a brand? List a few popular brands with examples.
  3. Define horizontal brand extension.
  4. What are the components of brand positioning?
  5. Define brand equity.
  6. How do you judge the effectiveness of a brand?
  7. Explain the role of media in branding.
  8. Define brand personality.

**Section-B**

- II. Answer the following questions (5x12=60 Marks)
9. (a) Differentiate between brand building and brand launching.  
(OR)  
(b) Define branding and list the various types of brands.
  - 10.(a) Explain the benefits of brand awareness.  
(OR)  
(b) Write the importance of branding from the customer's viewpoint.
  - 11.(a) Differentiate between brand extension and line extension? Can these both happen at one? If yes state with an example.  
(OR)  
(b) Write a note on generic branding and explain its features.
  - 12.(a) Explain the various brand positioning variables.  
(OR)  
(b) What do you understand by the term brand personality? Explain.
  - 13.(a) What do you understand by brand equity? How is brand equity different from brand name?  
(OR)  
(b) What is the negative impact of brand management in the company?

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