



ADITYA DEGREE COLLEGES

♦ ANDHRA PRADESH ♦

IV SEMESTER – MID-I EXAMINATIONS

II BBA

BRAND MANAGEMENT

Max. Marks: 60 M

Time: 3 Hours

Date: 03-02-2025

SECTION - A

I. Answer any Five questions:

5 x 4 = 20 M

1. Characteristics of a Brand Management?
2. National Brand Vs Regional brand with Examples?
3. Scope of a Brand?
4. Define Brand Equity
5. What is Meant by Brand Positioning?
6. Explain Brand Elements?
7. Define Promotional/Sponsorship Co Branding with examples?
8. Define Line Extension?

SECTION – B

II. Answer all the questions:

4 X 10 = 40 M

9. a) Define Brand? Explain the concept of Co-Branding?

OR

- b) Write the different types of Brands?

10. a) Describe the concept of Store Brands?

OR

- b) Write the Merits and Demerits of Brand Management?

11. a) Explain the process of Strategic Brand Management?

OR

- b) Define Brand Positioning? How to building a strong Brand?

12. a) Describe the concept of Brand Vision?

OR

- b) Explain the process of Global Markets Branding?