



# ADITYA DEGREE COLLEGES: AU REGION

## IV SEMESTER - MID - I - EXAMINATIONS

Date: 10.02.25

Course: II BBA Marketing minor

Max. Marks: 60

Time: 3 Hours

### Subject: BRAND MANAGEMENT

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#### SECTION A

##### I. ANSWER ANY FIVE FROM THE FOLLOWING

5X4M=20M

1. Discuss about various types of brands.
2. What is co-branding?
3. What do you mean by store brand?
4. What are the elements of brand?
5. What do you mean by brand values?
6. What is brand positioning?
7. Store Brands
8. Brand Vision

#### SECTION B

##### II. ANSWER THE FOLLOWING

4X10=40M

9(a) Define Brand. Explain its significance.

(OR)

(b) What are the vital concepts of brand management.

10(a) Explain about strategic brand management process in detail.

(OR)

(b) What are the functions of a brand?

11(a) What factors are essential in creating strong brands?

(OR)

(b) What are the key strategies for competing with foreign brands?

12(a) What is the significance of co-branding?

(OR)

(b) Discuss about any selected brand and differentiate about its unique positioning and values.