

Total No. of Questions: 6

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Enrollment No.....



Faculty of Management Studies

End Sem Examination Dec-2023

MS3EM04 Brand Management

Programme: BBA

Branch/Specialisation: Management

Duration: 3 Hrs.

Maximum Marks: 60

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d. Assume suitable data if necessary. Notations and symbols have their usual meaning.

- Q.1
- i. Visual trade name that recognized brand is- 1
(a) Slogan (b) Logo (c) Sound (d) Customer
 - ii. Colour and size of the product, brand and packaging are considered as- 1
(a) Chemical feature (b) Physical features
(c) Product design (d) Business strategy
 - iii. If the brand positioning is conceptualized and executed well, it can be used by the company in various _____ activities. 1
(a) Commercial (b) Marketing
(c) Social (d) Financial
 - iv. When two brand names from different companies use the name of the same product, this branding strategy is called- 1
(a) Umbrella branding (b) Store branding
(c) Co-branding (d) Mega branding
 - v. Trademarked devices that help to identify and differentiate a brand from its competitors are called _____. 1
(a) Brand extension (b) Brand dilution
(c) Brand element (d) None of these
 - vi. What is it called when a famous person uses their notoriety to help sell a product or service? 1
(a) Celebrity stigma (b) Private advertising
(c) Celebrity announcement (d) Celebrity endorsement

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- vii. What does the term "online branding" refer to? **1**
 (a) Creating a physical product
 (b) Building a strong presence on the internet to establish and promote a brand
 (c) Traditional advertising in newspapers
 (d) Social media marketing
- viii. Which of the following is an example of a call-to-action (CTA) in online branding? **1**
 (a) "Our brand is the best."
 (b) "Click here to sign up for our newsletter."
 (c) "We have many products for sale."
 (d) "Our company has been in business for 20 years."
- ix. The comparison of brand equity from thousands of different brands with several categories is called? **1**
 (a) Brand preference valuator
 (b) Brand differences valuator
 (c) Brand similarities valuator
 (d) Brand asset valuator
- x. Brand _____ are a means to provide in-depth information and insights, essential for setting long-term strategic direction for the brand. **1**
 (a) Audit (b) Edit
 (c) Rejuvenating (d) Recalling
- Q.2 i. Define CRM. **2**
 ii. What are the sources of creating brand equity? **3**
 iii. Explain the various steps in the strategic brand management process. **5**
- OR iv. 'Brands are very important to consumers'. Justify this statement with reasons. **5**
- Q.3 i. Write short note on corporate branding. **2**
 ii. Define positioning. Explain the importance of positioning for a brand. **8**
- OR iii. What is co-branding? Write its advantages and disadvantages. **8**

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- Q.4 i. Write importance of brand element. **3**
 ii. Explain various types of brand elements. Which brand element is the most important according to you? **7**
- OR iii. How would you measure effectiveness of branding in context of celebrity endorsement? **7**
- Q.5 i. Differentiate between brand building in online and offline marketing. **4**
 ii. What are various limitations faced during brand building on the internet. **6**
- OR iii. Elaborate 7Cs framework in detail. **6**
- Q.6 Attempt any two:
 i. Write short note on brand audit. **5**
 ii. Explain various component of brand valuation. **5**
 iii. Explain Brand Valuator Model (BAV) in detail. **5**
