

*Total No. of Questions: 6*

*Total No. of Printed Pages:3*

**Enrollment No.....**



Programme: BBA

## Branch/Specialisation: Management

Faculty of Management Studies

End Sem Examination Dec 2024

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.



**Marking Scheme**  
**MS3EM04 (T) Brand Management (T)**

Q.1	i)	a) slogans	1	ii.	How can companies align their brand values with their business practices (4 marks)	8	
	ii)	b) to do tele calling and acquire sales		OR	iii. Explain brand equity management systems (3 marks) how companies can track and enhance brand performance over time.(5 marks)		
	iii)	b) Establishing a unique place in the consumer's mind relative to competitors.		Q.4	i. How do symbols differ from logos. (any 3 difference)		
	iv)	a) quality		ii.	Analyze the impact of celebrity endorsements on brand equity (3 marks).		
	v)	c) Price			Provide examples of both successful and unsuccessful endorsements. (4 marks)		
	vi)	c) Character		OR	iii. Explain the importance of selecting the right brand elements (3 marks)		
	vii)	d) Social media			and how they contribute to brand recognition and recall. (4 marks)		
	viii)	d) Creativity		Q.5	i. Define the 7Cs framework in the context of digital marketingand website design (any 4 points)		
	ix)	a) SWOT analysis		ii.	Compare and contrast the brand-building environment online and offline. (any 6 points)		
	x)	b) Balance sheet		OR	iii. Apply the 7Cs framework to evaluate the effectiveness of an online branding campaign of a real-world company. ( 4 marks) Provide examples of how each element is utilized. (2 marks)		
Q.2	i.	What is Customer Relationship Management (CRM)? (Any 2 points) $2*1=2$	2	Q.6	Attempt any two:	4	
	ii.	Mention differences between a brand and a product (2 marks) with examples.(1 mark) $2+1=3$		i.	What are the key steps involved in conducting a brand audit? (any 5 points)		
	iii.	Define Customer-Based Brand Equity (CBBE). (2 marks) How does it impact consumer behaviour and brand loyalty? (3 marks)		ii.	Provide examples of how companies can implement internal branding initiatives to improve organizational culture. (any 5 points)		
	iv.	Elaborate the Strategic Brand Management Process. (2 marks) What are its key components? (3 marks)		iii.	Identify and explain the key components involved in brand valuation. (any 5 points)		
Q.3	i.	Briefly explain the concept of corporate branding. (Any 2 points)	2	*****			

