

Enrollment No.....



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.

		Marks	BL	PO	CO	PSO
Q.1 i.	_____ are short phrases that communicate persuasive information about the brand.	1	1	3	1	
	(a) Slogans (b) Visual					
	(c) Jingle (d) Logo					
ii.	Which of the following is not an objective of brand management?	1	1	3	1	
	(a) To establish an identity for the product or a group of products					
	(b) To do telly calling and acquire sales					
	(c) To acquire place for the product in consumers minds for high and consistent quality					
	(d) None of these					
iii.	Which of the following best describes "Brand Positioning"?	1	1	3	2	
	(a) The process of creating a brand's visual identity.					
	(b) Establishing a unique place in the consumer's mind relative to competitors.					
	(c) Setting the price of the brand in the market.					
	(d) Launching the brand in new geographic locations.					
iv.	What is more important in brand equity?	1	1	3	2	
	(a) Quality					
	(b) Quantity					
	(c) Customer perception					
	(d) Customer experience					

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v.	Which is NOT an example of a brand element?	<b>1</b>	1	3	3
	(a) Logo (b) URL				
	(c) Price (d) Jingle				
vi.	The "Amul Girl" in the cartoons is an example of which brand element for Amul?	<b>1</b>	2	3	3
	(a) Logo (b) Symbol				
	(c) Character (d) Jingle				
vii.	Which platform is often considered essential for brands to build a strong online presence?	<b>1</b>	1	3	4
	(a) Print magazines (b) Television				
	(c) Radio (d) Social media				
viii.	Which of the following is NOT one of the 7Cs of the framework?	<b>1</b>	1	3	4
	(a) Context (b) Content				
	(c) Convenience (d) Creativity				
ix.	Which of the following tools is commonly used in a brand audit?	<b>1</b>	1	3	5
	(a) SWOT analysis				
	(b) Balance sheet				
	(c) Payroll ledger				
	(d) Manufacturing blueprint				
x.	Which financial statement is most closely associated with brand valuation?	<b>1</b>	1	3	5
	(a) Income statement				
	(b) Balance sheet				
	(c) Cash flow statement				
	(d) Equity statement				
Q.2	i. What is Customer Relationship Management (CRM)?	<b>2</b>	2	3	1
	ii. Mention differences between a brand and a product with examples.	<b>3</b>	2	3	1
	iii. Define Customer-Based Brand Equity (CBBE). How does it impact consumer behaviour and brand loyalty?	<b>5</b>	3	5	1
OR	iv. Elaborate the strategic brand management process. What are its key components?	<b>5</b>	2	3	1

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Q.3	i. Briefly explain the concept of corporate branding.	<b>2</b>	2	5	2
	ii. How can companies align their brand values with their business practices and customer expectations?	<b>8</b>	4	5	2
OR	iii. Explain how companies can use brand equity management systems to track and enhance brand performance over time.	<b>8</b>	4	5	2
Q.4	i. How do symbols differ from logos?	<b>3</b>	2	3	3
	ii. Analyze the impact of celebrity endorsements on brand equity. Provide examples of both successful and unsuccessful endorsements.	<b>7</b>	4	5	3
OR	iii. Explain the importance of selecting the right brand elements and how they contribute to brand recognition and recall.	<b>7</b>	3	5	3
Q.5	i. Define the 7Cs framework in the context of digital marketing and website design.	<b>4</b>	3	7	4
	ii. Compare and contrast the brand-building environment online and offline.	<b>6</b>	3	5	4
OR	iii. Apply the 7Cs framework to evaluate the effectiveness of an online branding campaign of a real-world company. Provide examples of how each element is utilized.	<b>6</b>	4	7	4
Q.6	Attempt any two:				
	i. What are the key steps involved in conducting a brand audit?	<b>5</b>	3	3	5
	ii. Provide examples of how companies can implement internal branding initiatives to improve organizational culture.	<b>5</b>	4	5	5
	iii. Identify and explain the key components involved in brand valuation.	<b>5</b>	3	7	5

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

Marking Scheme								
MS3EM04 (T) Brand Management (T)								
Q.1	i)	a) slogans	1	OR	ii.	How can companies align their brand values with their business practices (4 marks)	8	
	ii)	b) to do tele calling and acquire sales	1		align their brand values with customer expectations? (4 marks)			
	iii)	b) Establishing a unique place in the consumer's mind relative to competitors.	1		iii.	Explain brand equity management systems (3 marks)	8	
	iv)	a) quality	1		how companies can track and enhance brand performance over time.(5 marks)			
	v)	c) Price	1		Q.4	i.	How do symbols differ from logos. (any 3 difference)	3
	vi)	c) Character	1		ii.	Analyze the impact of celebrity endorsements on brand equity (3 marks).	7	
	vii)	d) Social media	1		Provide examples of both successful and unsuccessful endorsements. (4 marks)			
	viii)	d) Creativity	1		OR	iii.	Explain the importance of selecting the right brand elements (3 marks)	7
	ix)	a) SWOT analysis	1		and how they contribute to brand recognition and recall. (4 marks)			
	x)	b) Balance sheet	1		Q.5	i.	Define the 7Cs framework in the context of digital marketingand website design (any 4 points)	4
Q.2	i.	What is Customer Relationship Management (CRM)? (Any 2 points) 2*1=2	2	OR	ii.	Compare and contrast the brand-building environment online and offline. (any 6 points)	6	
	ii.	Mention differences between a brand and a product (2 marks) with examples.(1 mark) 2+1=3	3		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)	6	
	iii.	Define Customer-Based Brand Equity (CBBE). (2 marks) How does it impact consumer behaviour and brand loyalty? (3 marks)	5		Q.6		Attempt any two:	
	OR	iv.	Elaborate the Strategic Brand Management Process. (2 marks) What are its key components? (3 marks)		5	i.	What are the key steps involved in conducting a brand audit? (any 5 points)	5
						ii.	Provide examples of how companies can implement internal branding initiatives to improve organizational culture. (any 5 points)	5
Q.3	i.	Briefly explain the concept of corporate branding. (Any 2 points)	2		iii.	Identify and explain the key components involved in brand valuation. (any 5 points)	5	

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