

Enrollment No.....



Faculty of Management Studies

End Sem (Odd) Examination Dec-2022

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.

- Q.1 i. _____ is a name, term, design, symbol or any other feature that distinguishes one seller's good or service from those of others. **1**
 (a) Product (b) Brand (c) Goods (d) Services
- ii. _____ represents the worth of a brand compared to its generic alternatives. **1**
 (a) Brand equity (b) Customer satisfaction
 (c) Product quality (d) Services
- iii. Which of the following refers to the place that a brand occupies in the minds of the customers? **1**
 (a) Marketing (b) Segmentation
 (c) Targeting (d) Positioning
- iv. Which of the following is a marketing strategy that involves strategic alliance of multiple brand names jointly used on a single product or service? **1**
 (a) Co-branding (b) Joint-branding
 (c) Extra branding (d) Solo branding
- v. Which of the following is NOT an element of brand? **1**
 (a) Brand name (b) Logo
 (c) Slogan (d) Product quality
- vi. Which of the following uses a celebrity's fame or social status to promote a product or a brand? **1**
 (a) Advertisement (b) Publicity
 (c) Promotion (d) Celebrity endorsement
- vii. Brand building through internet involves _____. **1**
 (a) Print media (b) Social media
 (c) Electronic media (d) None of these

- viii. _____ is a process of enhancing brand equity using advertising campaigns and promotional strategies. **1**
 (a) Brand awareness (b) Brand equity
 (c) Brand building (d) Brand value
- ix. _____ is a thorough assessment of a brand's current position in the market. **1**
 (a) Brand audit (b) Brand name
 (c) Brand awareness (d) Brand equity
- x. Which of the following is a process of estimating the total financial value of a brand. **1**
 (a) Brand valuation (b) Brand equity
 (c) Brand awareness (d) Brand name
- Q.2 i. What is brand? Differentiate between brand & product. **2**
 ii. Explain CRM. **3**
 iii. Describe strategic brand management process. **5**
 OR iv. What is brand equity? Explain sources of brand equity. **5**
- Q.3 i. What is brand positioning? **2**
 ii. Write a short note on brand equity management system. **8**
 OR iii. Explain corporate branding & co-branding with example. **8**
- Q.4 i. What do you understand by brand element? **3**
 ii. What are the different options for brand elements? **7**
 OR iii. What is celebrity endorsement? Explain its advantages and disadvantages. **7**
- Q.5 i. Write short note on building brand through internet. **4**
 ii. Differentiate between brand building in offline & online mode. **6**
 OR iii. Explain 7Cs framework. **6**
- Q.6 Attempt any two: **5**
 i. Explain brand audit. **5**
 ii. What is brand valuation? **5**
 iii. Explain the types of valuation. **5**

P.T.O.

Marking Scheme
MS3EM04 Brand Management

Q.1	i.	_____ is a name, term, design, symbol or any other feature that distinguishes one seller's good or service from those of others. (b) Brand	1
	ii.	_____ represents the worth of a brand compared to its generic alternatives. (a) Brand equity	1
	iii.	Which of the following refers to the place that a brand occupies in the minds of the customers? (d) Positioning	1
	iv.	Which of the following is a marketing strategy that involves strategic alliance of multiple brand names jointly used on a single product or service? (a) Co-branding	1
	v.	Which of the following is NOT an element of brand? (d) Product quality	1
	vi.	Which of the following uses a celebrity's fame or social status to promote a product or a brand? (d) Celebrity endorsement	1
	vii.	Brand building through internet involves _____. (b) Social media	1
	viii.	_____ is a process of enhancing brand equity using advertising campaigns and promotional strategies. (c) Brand building	1
	ix.	_____ is a thorough assessment of a brand's current position in the market. (a) Brand audit	1
	x.	Which of the following is a process of estimating the total financial value of a brand. (a) Brand valuation	1

Q.2	i.	Brand	1 mark	2
		Differentiate between brand & product.	1 mark	
	ii.	Explanation of CRM.		3
	iii.	Strategic brand management process.		5
OR		Description	4 marks	
		Example	1 mark	
	iv.	Brand equity	2 marks	5

		Sources of brand equity	3 marks	
Q.3	i.	Brand positioning Example	1 mark 1 mark	2
	ii.	Brand equity management system. As per the explanation		8
OR	iii.	Corporate branding with example Co-branding with example	4 marks 4 marks	8
Q.4	i.	Brand element Example	2 marks 1 mark	3
	ii.	Three options for brand elements		7
OR	iii.	Celebrity endorsement Its advantages Disadvantages	2 marks 2.5 marks 2.5 marks	7
Q.5	i.	Building brand through internet. Example	2 marks 2 marks	4
	ii.	Differentiate between brand building in offline & online mode.		6
OR	iii.	Explain 7Cs framework. As per the explanation		6
Q.6		Attempt any two:		
	i.	Brand audit Example	3 marks 2 marks	5
	ii.	Brand valuation Example	3 marks 2 marks	5
	iii.	Five types of valuation.		5
