



QP CODE: 21101843



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Reg No :

Name :

**UNDER GRADUATE (CBCS) SPECIAL SUPPLEMENTARY EXAMINATIONS,
JULY 2021**

Fifth Semester

(Offered by the Board of Studies in Management and Business Studies)

OPEN COURSE - BA5OPT22 - BRAND MANAGEMENT

2018 Admission Only

EDF8F0A9

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. What is a brand?
2. Write any two sources used for generating brand names.
3. Mention any two attributes of a good brand name.
4. 'Protecting your brand is crucial for your business'. Why?
5. What is a lettermark logo?
6. Write any two advantages of using a word mark.
7. Mention any two merits of trademark.
8. Write any two benefits of brand positioning.
9. What is brand equity?
10. What is vertical brand extension?
11. What is brand licensing?
12. What do you mean by co-branding?

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*

13. Explain the term Product, Product line and Product mix ?





14. How are products classified according to their use?
15. What are the objectives of Brand Promotion ?
16. What are the different ways to promote a brand through broadcast media?
17. What is a brand mark? Mention any three disadvantages of brandmarks.
18. What is a tagline? Explain any three benefits of using a tagline.
19. What are the benefits of brand positioning?
20. What are the factors determining the Brand Equity?
21. Write any five advantages of brand extension.

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. What is branding? What are the different types of brands?
23. What is Brand Identity ? What are the factors affecting brand identity?
24. Explain the Do's and Don'ts of logo design.
25. What are the advantages of co branding? Explain the different forms of co branding.

(2×15=30)

