



QP CODE: 22103643



22103643

Reg No :

Name :

**UNDER GRADUATE (CBCS) REGULAR / REAPPEARANCE EXAMINATIONS,
NOVEMBER 2022
Fifth Semester**

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

OPEN COURSE - BA5OPT22 - BRAND MANAGEMENT

2017 Admission Onwards

D04CE8E9

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. Define product.
2. What are consumer goods?
3. What is the drawback of developing new word as a brand name?
4. What is brand promotion?
5. Mention any two ingredients of logo.
6. Write any two disadvantages of word mark only logos.
7. Write any two functions of taglines.
8. Write any two advantages of brand equity.
9. Write any two factors determining the brand equity?
10. Mention any two advantages of brand extension
11. What is composite co-branding?
12. Write any two benefits of co-branding

(10×2=20)

Part B

*Answer any **six** questions.*

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





13. Why branding is important?
14. Explain any five types of branding used in India.
15. Explain any three sources of brand identity
16. What are the different ways to promote a brand through print media?
17. Explain any five characteristics of a good logo
18. What is a trademark? Write any three merits of trademarks.
19. Write any five benefits of brand positioning.
20. Explain brand positioning process.
21. What is vertical brand extension ?

(6×5=30)

Part C

*Answer any **two** questions.*

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

22. Explain the various steps followed in the selection of a brand name.
23. What are the advantages of protecting a brand name? Explain the procedure followed by an Indian business man for protecting his brand name.
24. Explain the advantages and disadvantages of a brand mark and wordmark logos.
25. a) What are the benefits of brand licensing? b) Explain different types of co branding.

(2×15=30)

