



QP CODE: 24040997



Reg No : .....

Name : .....

**UNDER GRADUATE (CBCS) REGULAR / REAPPEARANCE EXAMINATIONS,  
OCTOBER 2024**

**Fifth Semester**

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

**OPEN COURSE - BA5OPT22 - BRAND MANAGEMENT**

2017 Admission Onwards

FE21782A

Time: 3 Hours

Max. Marks : 80

**Part A**

*Answer any **ten** questions.*

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

1. What are intangible goods?
2. What do you mean by branding?
3. Write any two attributes of a good brand name.
4. Mention any two online media used for brand promotions.
5. Mention any two things that have to be considered while designing a logo.
6. Write any two benefits of trademarks.
7. What do you mean by tagline?
8. What is brand positioning?
9. Write any two benefits of brand positioning.
10. Define brand extension.
11. What is complementary co-branding?
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 line and Product mix.





14. Write a short note on various steps followed in the selection of brand name.
15. What are the advantages of registering a brand name?
16. What are the objectives of Brand Promotion ?
17. What are the different types of logos?
18. Explain brand mark. What are its advantages?
19. Why is brand equity so important to companies?
20. Explain brand audit.
21. What is brand licensing? Mention any three benefits of brand licensing.

(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. What is a word mark logo? Explain its advantages and disadvantages.
25. What are different types of brand extension? What are the benefits of brand extension?

(2×15=30)

