

(6 pages)

S.No. 9006

P 22 MBA 3 EM 2

(For candidates admitted from 2022–2023 onwards)

M.B.A. DEGREE EXAMINATION, NOVEMBER 2023

Business Administration – Elective

BRAND MANAGEMENT

Time : Three hours

Maximum : 75 marks

PART — A (20 marks)

Answer ALL questions.

I (A) Choose the correct answer (5 × 1 = 5)

1. Brands are born out of the following strategies
 - (a) Segmentation and differentiation strategies
 - (b) Promotion strategies
 - (c) Good purchasing and supply chain strategies
 - (d) All of these
2. The strategic brand management process starts with understanding what the brand represents and how it is _____ with respect to its competition.
 - (a) Positioned
 - (b) Targeted
 - (c) Segmented
 - (d) Promoted

3. _____ of ad means how many times you should expose your target customers to your message.
 - (a) Frequency
 - (b) Copy
 - (c) Copy strategy
 - (d) Media
4. The prime objective of product strategy is to
 - (a) maximize profit
 - (b) Brand names
 - (c) Relationship
 - (d) Retain
5. Licensing creates contractual arrangements whereby firms can use the names, logos, characters, etc. to market their own brands for some _____ fee.
 - (a) Variable
 - (b) Monthly
 - (c) Quarterly
 - (d) Fixed

(B) Fill in the Blanks : (5 × 1 = 5)

6. The ability of the marketing programme to affect the customer mind-set will depend on its _____
7. Brand knowledge refers to brand _____
8. Brand feelings are customers' emotional responses and _____ with respect to the brand.
9. _____ are short phrases that communicate descriptive or persuasive information about a brand.
10. In channel of distribution particularly _____ are able to create an image of their store in the minds of the customer.

II. Answer ALL questions (5 × 2 = 10)

11. Define the term, 'brand'
12. Write a short note on brand manager.
13. How does B2B brand promotion differ from B2C Brand promotion?
14. What are the sources of brand equity?
15. Define brand equity measurement.

PART B — (5 × 5 = 25)

Answer ALL questions, choosing either (a) or (b).

16. (a) Explain the basic understanding of Brands.

Or

- (b) Discuss the role of brand managers in a FMCG company of your choice.

17. (a) Explain the types of Branding strategy in detail.

Or

- (b) Discuss the customer based Brand Equity model.

18. (a) Examine the challenges in Designing Brand.

Or

- (b) Explain different methods of measuring Brand Equity in detail.

19. (a) What are the purposes of brand Positioning? Critically examine various positioning strategies.

Or

- (b) Highlight the purposes and implications of brand extensions. Identify alternative types of brand extensions, by citing suitable illustrations.

20. (a) Briefly explain the disadvantages of Brand Extension.

Or

- (b) Discuss the store brands with suitable examples.

PART C — ($3 \times 10 = 30$)

Answer any THREE questions.

21. What is Brand equity? Explain with examples how brand equity is built through different brand management methods.
22. Why brand positioning and brand building is necessary? Illustrate your answer with suitable example.
23. Explain the different types of branding strategies with suitable examples for Service product, Consumer product, Industrial Product.
24. Discuss the factors which pursue a company to take Brand extension. What key factor considered while a company planning a Brand Extension?

25. Discuss the Methods of Evaluating and Measuring Brand Performance in detail with industrial example.
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