Turn Over

QP CODE: 25015424

Reg No 2 Name

UNDER GRADUATE (CBCS) SPECIAL REAPPEARANCE EXAMINATIONS, **FEBRUARY 2025**

Fifth Semester

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

OPEN COURSE - BA5OPT22 - BRAND MANAGEMENT

2022 Admission Only

819A3F3F

Time: 3 Hours

Max. Marks: 80

Part A

Answer any ten questions. Each question carries 2 marks.

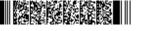
- 1. What are durable goods?
- 2. What is branding?
- What is extended identity of a brand? 3.
- What do you mean by brand promotion? 4.
- Write any two characteristics of logo. 5.
- What is the use of a unique logo? 6.
- 7. Write any two advantages of using a word mark.
- 8. What is brand positioning?
- 9. Write any two advantages of brand equity.
- 10. Write any two benefits of brand extension.
- 11. Write any two benefits of brand licensing.
- 12. Write any two benefits of co-branding.

 $(10 \times 2 = 20)$

Part B

Answer any six questions. Each question carries 5 marks.

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





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- 14. What are the various steps in branding process?
- 15. Explain any five attributes of a brand name.
- 16. What are the different ways to promote a brand through print media?
- 17. Explain brand mark. What are its advantages?
- 18. What is a trademark? Explain any three merits of trademarks.
- 19. Explain brand positioning process.
- 20. What are the factors determining the Brand Equity?
- 21. Explain any five advantages of brand extension.

(6×5=30)

Part C

Answer any **two** questions. Each question carries **15** marks.

- 22. What is a brand name? What are the different types of brands?
- 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. a) What is a trade mark? What are its benefits? b) What is a tagline? What are its benefits?
- 25. What are different types of co branding? Also explain the benefits of co branding.

(2×15=30)