

QP CODE: 25015424



Reg No :

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?
3. What is extended identity of a brand?
4. What do you mean by brand promotion?
5. Write any two characteristics of logo.
6. What is the use of a unique logo?
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.

(10×2=20)

Part B

*Answer any **six** questions.*

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

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





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)

