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**Question Paper Code : 70101**

M.B.A. DEGREE EXAMINATIONS, NOVEMBER/DECEMBER 2019

Elective

BA 5001 – BRAND MANAGEMENT

(Regulations 2017)

Time : Three Hours

Maximum : 100 Marks

Answer ALL questions

PART – A

(10×2=20 Marks)

1. What do you mean by “Brand Elements” ?
2. Give four examples for co-branding.
3. Define Brand Vision.
4. Differentiate Logos and Symbols.
5. Give an example for Brand Mantra.
6. What is a brand loyalty program ?
7. Mention any two disadvantages of brand extension.
8. In branding terms, what are points of parity and points of difference ?
9. What is brand leveraging ? Cite an example.
10. What is meant by Brand Audit ?

PART – B

(5×13=65 Marks)

11. a) Explain in detail “why do brands matter” for consumers as well as manufactures.  
(OR)  
b) Explain in detail the different types of brands.
12. a) What are the criteria for choosing Brand Elements ?  
(OR)  
b) What are the steps involved in building a strong brand ?



13. a) Elaborate on the merits and demerits of appointing celebrities as brand-ambassadors.

(OR)

b) What do you mean by brand promotion? What are the online brand promotion techniques?

14. a) Discuss the advantages of brand extension.

(OR)

b) Discuss the scenarios leading to a re-launch of a brand. Elaborate some of the re-branding strategies.

15. a) Discuss important points to consider in developing a strong global brand.

(OR)

b) What are the challenges/limitations faced by Brand Builders?

PART – C

(1×15=15 Marks)

16. a) Your family has a successful Coffee Export Company. Having finished M.B.A. you are asked to join the company. Explain in detail how you would successfully introduce the brand extension concepts learned as part of your curriculum in flourishing your family business.

(OR)

b) e-motor giant Tesla has appointed you as chief marketing officer for its India unit for introducing new range of electric vehicles in India. Develop and detail a strategy for the brand adoption.

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