

B. B. A. DEGREE END SEMESTER EXAMINATION MARCH 2018
SEMESTER – 4: BACHELOR OF BUSINESS ADMINISTRATION (BBA) (CORE COURSE)
COURSE: 16U4CRBBA15: INTRODUCTION TO BRANDS AND BUSINESS
(For Regular - 2016 Admission)

Time: Three Hours

Max. Marks: 75

PART A

Answer *all* questions.

1. What are services?
2. What is Quantitative Research?
3. What is brand extension?
4. What is brand loyalty?
5. Explain USP.
6. What is an umbrella brand?

(1 x 6 = 6)

PART B

Answer *any seven* questions.

7. What do you mean by line extension?
8. Explain Visual Identity of brands
9. What is brand positioning? Explain with examples.
10. Differentiate between Pull marketing and Push marketing.
11. What is brand personality?
12. What is brand awareness?
13. What are Parent Brands? Give examples.
14. What is Qualitative Research?
15. What is brand equity?
16. What are brands?

(2 x 7 = 14)

PART C

Answer *any five* questions.

17. Differentiate between Brand Identity v/s Corporate Identity.
18. Explain the concepts of brand promotion, brand portfolio and Brand positioning statement.
19. Explain Emotional Motivators in branding with examples.

20. Explain brand revitalization with suitable examples.
21. Write a note on International Market Selection.
22. Write a note on brand foundation.
23. Explain Services Marketing with examples.
24. Write a note on Market Segmentation. (5 x 5 = 25)

PART D

Answer **any two** questions.

25. Elucidate the advantages and disadvantages of brand extension.
26. Explain in detail the steps in brand positioning.
27. Explain the role of Social Media in building brand awareness and brand image with examples.
28. Explain the different types of marketing. (15 x 2 = 30)