

**B.B.A DEGREE END SEMESTER EXAMINATION MARCH/APRIL 2019**  
**SEMESTER – 4: BACHELOR OF BUSINESS ADMINISTRATION (BBA) (CORE COURSE)**  
**COURSE: 16U4CRBBA12: INTRODUCTION TO BRANDS AND BUSINESS**

*(Common for Regular 2017 admission & Improvement / Supplementary 2016 admission)*

Time: Three Hours

Max. Marks: 75

**PART A**

Answer **all** questions.

1. What is Brand loyalty?
2. What is Quantitative Research?
3. What is brand equity?
4. What is brand Positioning?
5. What is brand Extension?
6. What are services?

(1 x 6 = 6)

**PART B**

Answer **any seven** questions.

7. What is Qualitative Research?
8. Explain brand foundation in detail.
9. What do you mean by brand?
10. Differentiate between Brand Identity v/s Corporate Identity.
11. What is Market Segmentation?
12. What are Parent Brands? Give examples.
13. What is Services Marketing?
14. What is under positioning?
15. What is Umbrella Brand? Give examples.
16. What is brand appeal?

(2 x 7 = 14)

**PART C**

Answer **any five** questions.

17. Explain Brand image and personality.
18. Write a note on visual brand identity with examples.
19. Write a note on Emotional Motivators in branding with examples.
20. Distinguish between Brand identity and brand image.
21. Distinguish between Push Marketing and Pull Marketing
22. Explain the blog impact on brands.
23. Explain marketing research.
24. Write a note on International Market Selection.

(5 x 5 = 25)

**PART D**

Answer **any two** questions.

25. Elucidate the brand revitalization strategies.
26. Explain the functional requirements of packaging.
27. Explain the basis and types of market segmentation.
28. Explain the concepts of brand promotion, brand portfolio, brand management, brand positioning statement, sub brand and brand recall with suitable examples.

(15 x 2 = 30)