

Reg. No

Name

BBA DEGREE END SEMESTER EXAMINATION - MARCH 2020
SEMESTER 4 : INTEGRATED MARKETING AND NEW MEDIA
COURSE : 16U4CRBBA12 : INTRODUCTION TO BRANDS AND BUSINESS
(For Regular - 2018 Admission & Supplementary 2017/2016 Admissions)

Time : Three Hours

Max. Marks: 75

Section A**Answer All the following (1 Mark each)**

1. What is brand personality?
2. What is brand architecture?
3. Define market segmentation
4. What do you mean by brand audit?
5. Define brand portfolio
6. What is focus groups ?

(1 x 6 = 6)

Section B**Answer any 7 (2 Marks each)**

7. Define brand knowledge
8. What do you mean by brand community?
9. What are the drawbacks of marketing based method?
10. What does culture refer to in brand identity?
11. What is the role of brand personality in brand building?
12. What are segmentation bases? Why is it important. Write an example
13. What are the ways to brand a new product?
14. What are the different types of marketing?
15. What is indepth interviews?
16. Briefly mention the various qualitative research methods.

(2 x 7 = 14)

Section C**Answer any 5 (5 Marks each)**

17. What are the strategies to be followed for branding commodities?
18. Explain how would you choose the points of difference when selecting a brand
19. Define and explain corporate identity in short
20. What are the components of brand image?
21. Define brand audit and its components
22. Write in short about international marketing
23. Discuss the challenges in entering the international markets.
24. Elaborate on the ways in which a brand can be revitalized?

(5 x 5 = 25)

Section D**Answer any 2 (15 Marks each)**

25. Discuss the various Brand Equity Models in detail
26. Explain the different ways in which emotional motivators can be measured
27. What are the advantages and disadvantages of brand extension?
28. What are the revelations that anthropologists have discovered that contributed to emerging trends in brands?

(15 x 2 = 30)