

BBA DEGREE END SEMESTER EXAMINATION - MARCH 2023
SEMESTER 4 : INTEGRATED MARKETING AND NEW MEDIA
COURSE : 16U4CRBBA12 : INTRODUCTION TO BRANDS AND BUSINESS
(For Supplementary - 2016/2017/2018 - 2019 Admissions)

Time : Three Hours

Max. Marks: 75

PART A

Answer All (1 mark each)

1. What is brand architecture?
2. What is a brand image?
3. What are the methods or approaches to measure brand equity?
4. Define Brand Resonance
5. Define sub-brand with the help of an example
6. What is quantitative research?

(1 x 6 = 6)

PART B

Answer any 7 (2 marks each)

7. What are the factors that constitute brand equity?
8. Define cause marketing
9. What is the difference between a logo and a trademark?
10. Define brand baseline
11. Explain the term emotional branding
12. Explain the brand elements in branding
13. What are the characteristics of services?
14. What is the difference between international marketing and global marketing?
15. What are the objectives of brand revitalization? How to revitalize a brand.
16. Does every company need a brand?

(2 x 7 = 14)

PART C

Answer any 5 (5 marks each)

17. What are the different categories of brand resonance?
18. What are the facets of brand identity?
19. How do you identify the target market for brand positioning
20. Explain the role of emotions in branding
21. Explain the uses of brand symbols
22. Explain the objectives of brand portfolio
23. Define brand portfolio and the roles that brand plays in it
24. Briefly explain the reason for having a disaster recovery plan for a firm

(5 x 5 = 25)

PART D

Answer any 2 (15 marks each)

25. How to measure the brand equity ? Explain the different perspective in brand equity measurement
26. Explain the possible reasons for brand re positioning
27. What are the advantages and disadvantages of brand extension?
28. Elaborate on the different Myths in Branding?

(15 x 2 = 30)