

Total No. of Questions : 4]

SEAT No. :

PA-2030

[Total No. of Pages : 2

[5955]-607

B.B.A. (I.B.)

A-606 : BRAND MANAGEMENT - II

(2019 Pattern) (Semester - VI)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*

Q1) A) Multiple choice questions. [5]

- a) _____ are images and symbols associated with a brand or a brand benefit.
- | | |
|------------------|-----------------------|
| i) Brand equity | ii) Brand Association |
| iii) Brand image | iv) Brand Extension |
- b) _____ is the use of established brand name in new product categories.
- | | |
|--------------------|-----------------------|
| i) Brand Extension | ii) Brand Loyalty |
| iii) Brand Equity | iv) Brand personality |
- c) Two established brand names of different companies using the name on the same product is _____.
- | | |
|------------------------|-----------------------|
| i) Brand portfolio | ii) Brand positioning |
| iii) Brand Association | iv) Co-branding |
- d) _____ refers to the offerings of all brands and brand lines by a company.
- | | |
|--------------------|--------------------|
| i) Brand Portfolio | ii) Brand Identity |
| iii) Branding | iv) Co-branding |
- e) _____ are those features that a company shares in common with its competitors.
- | | |
|----------------------------|-----------------------|
| i) Points of difference | ii) Points of parity |
| iii) Point of distribution | iv) Point of purchase |

P.T.O.

- B) Answer the following questions in one sentence each. [5]
- a) Brand positioning
 - b) Brand Attributes
 - c) Brand loyalty
 - d) Brand equity
 - e) Brand personality

Q2) What are the different digital platforms used for marketing a brand? [10]

OR

Explain Brand repositioning. Discuss in detail brand repositioning strategies.

Q3) Explain the steps in building and introducing a new brand in an international market. [10]

OR

Explain in detail models of brand equity.

Q4) Write short notes on (any four) [20]

- a) Advantages of brand extension.
- b) Characteristics of a strong brand.
- c) Difference between points of parity and points of difference.
- d) Difference between Brand image and brand identity.
- e) Types of branding.
- f) Brand Management process.

