

Reg No:\_\_\_\_\_

Name:\_\_\_\_\_

**APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY**  
**FIFTH TRIMESTER (R&S) MBA DEGREE EXAMINATION, FEBRUARY 2020**

**Course code: MKT-T5-08**  
**Course Name: BRAND MANAGEMENT**

Max. Marks: 60

Duration: 3 Hours

**PART A**

*Answer all questions. Each question carries 2 marks (5x2 marks = 10 marks)*

- 1 What does a brand mean to you?
- 2 Point out the reasons for brand revitalization.
- 3 Define brand equity.
- 4 State the benefits of e-branding.
- 5 Write about measurement of brand associations.

**PART B**

*Answer any 3 questions. Each question carries 10 marks (3x10 marks = 30 marks)*

- 6 a) Discuss the use of Integrated Marketing Communication for Brand Building. (10)
- 7 a) Explain in detail brand personality scale. (10)
- 8 a) Discuss the concept of brand portfolio and the possible roles of brands in brand portfolio with pertinent examples. (10)
- 9 a) Discuss the importance of brand elements in creating a brand image. Use suitable examples. (10)
- 10 a) Write a short note on the following: (10)
  - a) Brand associations
  - b) Co-branding
  - c) Brand Identity Traps
  - d) Borderless branding

**PART C**

*Compulsory question, the question carries 20 marks*

- 11 Social media conversations offer a cornucopia of consumers response to a brand's advertising and messaging over time. However, monitoring the social sentiment alone does not provide the nuances of consumers' underlying emotions and affinity to a brand. Social analysis contextualizes the online conversations to provide a deeper understanding of consumer perceptions of a brand and how they evolve over time.
  - A) "Brand building through web and social media platforms has large and effective influence on customers" - Justify. (13)
  - B) How integrated marketing communication boost brand building? (7)