

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

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

**APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY**

Third Semester MBA Degree Regular and Supplementary Examination December 2022

**Course Code: 20MBA267****Course Name: BRAND MANAGEMENT**

Max. Marks: 60

Duration: 3 Hours

**PART A***Answer all questions. Each question carries 2 marks*

Marks

- |   |                                                                      |     |
|---|----------------------------------------------------------------------|-----|
| 1 | What is co branding                                                  | (2) |
| 2 | Differentiate the concept of point of parity and point of difference | (2) |
| 3 | Explain the element of brand equity                                  | (2) |
| 4 | Explain the concept of house of brands and branded house             | (2) |
| 5 | What is brand value chain                                            | (2) |

**PART B***Answer any 3 questions. Each question carries 10 marks*

- |    |                                                                                                                                                                  |      |
|----|------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|
| 6  | Evaluate how a popular brand leverages second brand association. Illustrate with example                                                                         | (10) |
| 7  | What is brand value chain analysis and explain how the brand value is created and transferred? What are the role of the multiplier for building the brand equity | (10) |
| 8  | What are the different challenges for developing a brand in the present scenario                                                                                 | (10) |
| 9  | Explain the methods for measuring brand personality by using brand personality scale (BPS)                                                                       | (10) |
| 10 | Evaluate the global strategy of well known two brands in the similar industry. Examine how they are similar and different                                        | (10) |

**PART C***Compulsory question. This question carries 20 marks*

- 11 Imagine that you are appointed as marketing manager of a cosmetic Company. Now your company is in a very crisis situation that one of your flagship brands

is started to fade recently because of the entry of competitors

1. What suggestion can you offer to revitalize its brand equity? (7)
- 2 Identify the different strategy and suggest which strategies would seem to work best (13)

\*\*\*\*