

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086
(For candidates admitted during the academic year 2019-20 and thereafter)

COURSE CODE: 19BA/ME/PB45

B.B.A DEGREE EXAMINATION APRIL 2022
BUSINESS ADMINISTRATION
SIXTH SEMESTER

COURSE : MAJOR - ELECTIVE
COURSE TITLE : PRODUCT AND BRAND MANAGEMENT
TIME : 3 HOURS **MAX. MARKS: 100**

Section – A

Answer ALL questions: (10x2 = 20)

1. List the types of Brand Architectures.
2. Define Brand Valuation.
3. Mention the importance of Brand Leveraging.
4. What do you mean by Brand Portfolio?
5. Indicate the basic building blocks of Brand.
6. Distinguish between Brand Image and Brand Identity.
7. State the types of Brand Loyalty.
8. What is meant by Rebranding of a brand?
9. Classify the three areas included in the Brand Audit.
10. Define Online Branding.

Section – B

Answer any FIVE questions: (5 x 8 = 40)

11. Elucidate the Steps for creating better Online Branding.
12. Discuss the crucial set of attributes that a Brand must possess.
13. What does Brand Extension symbolize? Explain the pro and cons.
14. Examine Kapferer Brand Identity Prism.
15. Illustrate the Strategic Brand Management process.
16. Describe AAKERS Brand Equity Model.
17. Discuss the types of Brand Positioning.

Section – C

Answer any TWO questions: (2 x 20 = 40)

18. Explain the BCG and Ansoff Matrix of Product portfolio management.
19. Define Brand portfolio. Explicate the strategies of Brand portfolio.
20. Describe the types of Brand valuation in detail.
21. Elaborate the ways for Building a Brand through Social Media Platforms.
