

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 86
(For candidates admitted from the academic year 2023 – 2024)

B.B.A DEGREE EXAMINATION, APRIL 2026
BUSINESS ADMINISTRATION
SIXTH SEMESTER

COURSE : MAJOR CORE
PAPER : PRODUCT AND BRAND MANAGEMENT
SUBJECT CODE : 23BA/MC/PB64
TIME : 3 HOURS

MAX. MARKS: 100

SECTION A				
Q. No.	Answer all the questions:	(5 x 2 = 10)	CO	KL
1.	Define product planning.		CO1	K1
2.	List down any two differences between brand image and brand loyalty.		CO1	K1
3.	What is brand audit?		CO1	K1
4.	Describe the major marketing communication options.		CO1	K1
5.	Recall the term strategic brand management.		CO1	K1
SECTION B				
Q. No.	Answer any four questions:	(4 x 5 = 20)	CO	KL
6.	Explain the concept of brand loyalty.		CO2	K2
7.	Describe the activities involved in the pre-launch stage of a product.		CO2	K2
8.	Outline the key elements involved in building an online brand.		CO2	K2
9.	Summarize the concept of perceptual mapping.		CO2	K2
10.	Discuss the impact of social media platforms in brand building.		CO2	K2
11.	Explain the concept of brand architecture.		CO2	K2
SECTION C				
Q. No.	Answer the questions (Internal Choice).	(4 x 10 = 40)	CO	KL
12.	a) Demonstrate with an example the product dimensions for an electric vehicle brand of your choice. (or) b) Illustrate the different types of brands.		CO3	K3
13.	a) Identify the factors influencing decision for extension. (or) b) Interpret the objectives and components of a brand audit.		CO3	K3
14.	a) Analyze the different types of brand positioning that influences consumer perception. (or) b) Explain the stages in Product Life cycle.		CO4	K4
15.	a) Examine the challenges faced by companies in co-branding. (or) b) Analyze the influence of e-commerce platforms in brand perception.		CO4	K4
SECTION D				
Q. No.	Answer any two questions :	(2 x 15 = 30)	CO	KL
16.	Discuss the Product portfolio analysis and market strategies.		CO5	K5
17.	Assess the theory of Kapferer's Brand Identity Prism to a well-known brand.		CO5	K5
18.	Determine the usefulness of Aaker's Brand Equity Model in contemporary markets.		CO5	K5
