

D 12357

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Name.....

Reg. No.....

**THIRD SEMESTER M.B.A. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, JANUARY 2022**

M.B.A.

BUS 3EM 04—BRAND MANAGEMENT

(2016 Scheme)

Time : Three Hours

Maximum : 36 Weightage

Part A

*Answer all the questions.
Each question carries 1 weightage.*

1. Define brand.
2. What is brand equity ?
3. Differentiate products *vs.* brand.
4. What is co-branding ?
5. What is brand extension ?
6. What is brand Identity ?

(6 × 1 = 6 weightage)

Part B

*Answer any four questions.
Each question carries 3 weightage.*

7. Distinguish between brand image and brand identity.
8. What are the strategies to do brand revitalization ?
9. Explain the concept of brand personality with examples.
10. Discuss the inter relationship between brand attributes and brand personality.
11. How do you create brand awareness ?
12. What is celebrity endorsement for branding ?

(4 × 3 = 12 weightage)

Turn over

Part C

*Answer any **three** questions.
Each question carries 4 weightage.*

13. What are the variables responsible for brand valuation and how brand valuation can be done?
14. What is brand extension and what are the advantages and disadvantages of brand extension.
15. Draw and briefly explain the six building of the CBBE model.
16. Explain how advertising plays an important role in building a brand.
17. Elucidate various issues related to Brand Management.

(3 × 4 = 12 weightage)

Part D

*Answer the **compulsory** question.
The question carries 6 weightage.*

Case Study :

'Trust Shops', is an initiative by iD Fresh Foods based in Bengaluru, A small refrigerator placed at the entrance of an apartment in is filled with idly-dosa batter, packets of whole wheat parathas, ready-to-eat chappatis, all for sale. There is however, no one manning the transactions or any CCTV camera to monitor business. Anyone who wishes to make a purchase from these 'Trust Shops' as they are called, can simply pick the items of their choice and drop money into the little locker that is fitted on the refrigerators. It was initially started as a means to strengthen trust between the customers and the organisation.

What is brand positioning and what are the factors affecting brand positioning ?

Critically evaluate the role of 'Trust Shops' in creating brand awareness , brand loyalty and Brand identity for iD Fresh Foods.

(1 × 6 = 6 weightage)