

D 136309

(Pages : 2)

Name.....

Reg. No.....

THIRD SEMESTER M.B.A. DEGREE (REGULAR) EXAMINATION**JANUARY 2026**

M.B.A.

BUS 3EM 03—BRAND MANAGEMENT

(2024 Scheme)

Time : Three Hours

Maximum : 60 Marks

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

1. What is brand awareness ?
2. What is a brand extension ?
3. Define Points-of-Difference.
4. State any one advantage of measuring brand equity.
5. What is international branding ?

(5 × 2 = 10 marks)

Part B*Answer any four questions from this Part.**Each question carries 4 marks.*

6. Explain how brand associations are formed in the minds of consumers.
7. What factors should be considered while selecting an effective brand name ?
8. Differentiate between Points-of-Parity and Points-of-Difference in brand positioning, with suitable brand examples.
9. Brand value is more than financial performance. Discuss how the BRANDZ model captures this idea.
10. Why is brand audit considered an essential tool for strategic brand management ?
11. In what situations is corporate branding preferred over product branding ? Give reasons.

(4 × 4 = 16 marks)

Turn over

Part C

Answer any **three** questions from this Part.

Each question carries 8 marks.

12. Analyse the concept of brand equity and explain how it creates value for both consumers and firms.
13. Analyse the key criteria that should be considered while selecting effective brand elements that helps in building strong brands in competitive markets.
14. Discuss any Indian brand that has undergone repositioning and analyse the factors that contributed to its success.
15. How does measuring brand equity help organisations evaluate branding investments and reduce strategic risk ?
16. Discuss the strategies used for reinforcing and revitalising brands over time, with suitable examples.

(3 × 8 = 24 marks)

Part D**Compulsory Question.**

10 marks.

17. NaturaGlow is a personal care brand that entered the Indian market with a range of skincare and beauty products. The brand positioned itself as “natural and modern,” but over time, customers found it difficult to clearly understand what the brand truly stood for. While some consumers associated NaturaGlow with herbal ingredients, others perceived it as a premium cosmetic brand, and a few considered it similar to mass-market beauty products.

Despite good product quality, the brand struggled to build strong customer loyalty. Marketing campaigns changed frequently, and packaging designs lacked consistency. As a result, the brand failed to create a strong emotional connection with consumers. Competitors with clearer brand personalities and stronger associations gradually gained market share. The management now wants to strengthen NaturaGlow’s brand equity and build long-term customer loyalty.

Questions

- a) Examine the brand-related issues faced by NaturaGlow in terms of brand identity, brand associations, and brand personality.
- b) Suggest suitable brand-building strategies to improve NaturaGlow’s brand equity and customer loyalty.

(10 marks)