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**PRESIDENCY UNIVERSITY**

**Bengaluru**

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| **End - Term Examinations – JANUARY 2025** |
| **Date:** 16 – 01- 2025 **Time:** 09:30 am – 12:30 pm |

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| **School:** SOM-UG | **Program:** BBA (Marketing) | |
| **Course Code:** BBA3028 | **Course Name:** Brand Management | |
| **Semester**: V | **Max Marks**: 100 | **Weightage**: 50% |

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| **CO - Levels** | **CO1** | **CO2** | **CO3** | **CO4** |
| **Marks** | **6** | **22** | **31** | **41** |

**Instructions:**

1. *Read all questions carefully and answer accordingly.*
2. *Do not write anything on the question paper other than roll number.*

**Part A**

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| **Answer ALL the Questions. Each question carries 2 marks. (10Q x 2M = 20M)** | **Bloom's Level** | **CO** |

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| **1** | What Does Brand Mean in Marketing? | **2 Marks** | **Remember** | **CO1** |
| **2** | How product branding and company branding is different? Define with example. | **2 Marks** | **Remember** | **CO2** |
| **3** | Identify any excellent example of systematic brand extension. Give one example. | **2 Marks** | **Remember** | **CO2** |
| **4** | Describe the brand identity elements that are used to visually communicate your brand definition. | **2 Marks** | **Remember** | **CO1** |
| **5** | Define Brand promise with a suitable example | **2 Marks** | **Understand** | **CO2** |
| **6** | Describe the brand identity elements that are used to visually communicate your brand definition. | **2 Marks** | **Understand** | **CO2** |
| **7** | Trademarkable devices such as brand names, characters, jingles, logos, sounds, signage, slogans, symbols, packaging, and URLs. | **2 Marks** | **Understand** | **CO3** |
| **8** | List three ways company and revitalize their brands. | **2 Marks** | **Remember** | **CO4** |
| **9** | List the key concepts involved in Measuring and Interpreting Brand Performance while doing the strategic brand management process. | **2 Marks** | **Remember** | **CO2** |
| **10** | Mention few sources of brand equity. | **2 Marks** | **Remember** | **CO1** |

**Part B**

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| **Answer ALL the Questions. Each question carries 7 marks. (5Q x 7M = 35M)** | | | | **Bloom's Level** | **CO** |
| **11** |  | Global connectedness is made possible by digital communication. With a few clicks, anyone can connect with people, organizations, and communities around the globe. This worldwide reach promotes unprecedented levels of cooperation, information exchange, and cross-cultural interaction. Generalize the - role of e-mail & website and briefly mention the digital example of external communication methods. | **7 Marks** | **Understand** | **CO2** |
|  | **Or** | | | | |
| **12** |  | Differentiate between Brand Management and Product Management. | **7 Marks** | **Understand** | **CO2** |

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| **13** |  | Describe briefly the brand element criteria marketers can use to evaluate it. | **7 Marks** | **Understand** | **CO3** |
|  | **Or** | | | | |
| **14** |  | Differentiate between Rational branding and Emotional branding with one example. | **7 Marks** | **Understand** | **CO3** |

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| **15** |  | Apple evolved from a computer company to a leading consumer electronics, music, and software business. It also changed its logo, name, and design to reflect its innovation and simplicity. What are different reasons a brand may need to evolve? | **7 Marks** | **Understand** | **CO4** |
|  | **Or** | | | | |
| **16** |  | According to a PwC survey that Forbes Councils Member Thomas Helfrich highlighted, a remarkable 75% of company executives said they were certain artificial intelligence (AI) would improve their decision-making processes. As a brand manager how will you leverage your AI Brand Strategy classify the steps with brief explanation. | **7 Marks** | **Understand** | **CO4** |

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| **17** |  | According to a Forbes Advisor survey, a significant 64% of companies believe artificial intelligence would improve their overall efficiency. This result emphasizes the growing confidence in AI's ability to completely transform a number of business processes.  A recent survey from Accenture states that a significant 84% of C-suite executives believe that utilizing artificial intelligence (AI) is essential to achieving business growth objectives. Describe about Leveraging AI for Enhanced Content Creation and Brand Messaging in the Digital Age. | **7 Marks** | **Apply** | **CO4** |
|  | **Or** | | | | |
| **18** |  | How and when a company reinforce their brands? One example to substantiate your answer. | **7 Marks** | **Understand** | **CO3** |

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| **19** |  | While the idea of a brand portfolio strategy may seem overwhelming at first, understanding the different types or models can make it easier to grasp. There are few main types of brand portfolio strategies, classify them and briefly explain with example three of them | **7 Marks** | **Understand** | **CO2** |
|  | **Or** | | | | |
| **20** |  | How can be Developing Authentic Brand Identities? Substantiate your answer with one example | **7 Marks** | **Apply** | **CO4** |

**Part C**

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| **Answer Any THREE Questions. Each question carries 15 marks. (3Q x 15M = 45M)** | **Bloom's Level** | **CO** |

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| **21** | These days, branding encompasses much more than simply naming a company. Since a brand serves as the company's public face, branding is now an integral part of any organization's marketing strategy. According to branding pioneer Walter Landor, "brands are created in the mind, but products are made in the factory." Branding is a very creative process. In actuality, product differentiation and marketing segmentation are the strategies that create brands. Every brand attempt to fully identify with the product category before attempting to exert influence over it. Depending on our preferences, likes, and customs, brands today come in a range of shapes, sizes, textures, and other distinguishing characteristics. illustrate brand revitalization and reinforcement with two suitable examples for each term mentioning the strategies adopted by companies. | **15 Marks** | **Apply** | **CO4** |
| **22** | The thing in all industries is branding. Millions of dollars are being spent by organizations to develop and carry out brand activities. In an effort to construct distinct methods to brand management, fresh research is occasionally published and different frameworks are created. There is a vast range of opinions on how a brand should be handled as a result of the numerous branding methodologies, concepts, theoretical frameworks, and ideas that have emerged in the field. Seven strategies are listed below after a thorough review of countless brand management publications. This comprised more than three hundred articles from the European Journal of Marketing, Harvard Business Review, Journal of Marketing, Journal of Marketing Research, and Journal of Consumer Research. Provide examples and concepts that demonstrate the various brand methods, and explain any two of them. | **15 Marks** | **Understand** | **CO3** |
| **23** | Digital Revolution continues to surge and expand throughout the world, and now we are connected by mobile phones, tablets, and computers. Based on **Statista.com**, over 4.33 billion people were active internet users as of July 2019, 3.92 billion were mobile internet users, and 3.53 billion were active social media users. Internet has upended how consumers engage with the brand. illustrate the traditional way and transformational way of buying products and services emphasizing on the consumer decision journey. | **15 Marks** | **Apply** | **CO4** |
| **24** | At present, branding is much more than just giving a brand name. A brand is rather the face of the company and branding is therefore, a part and parcel of marketing function of any organisation now. Branding is a very creative process and as said by Branding pioneer Walter Landor “products are made in the factory, but brands are created in the mind. Brands, actually, are a result of the strategy of marketing segmentation and product differentiation. Every brand tries to identify itself completely with the category of the product and then tries to have a control over it. In the current world, there are brands of variety of shapes, sizes, texture and other differentiating features based on our choices, tastes and traditions; which is evident from the cars we drive to the food we eat. In this context brand experiences ups and down in its growth and profitability, illustrate brand revitalization and reinforcement with two suitable examples for each term mentioning the strategies adopted by companies. | **15 Marks** | **Apply** | **CO4** |

**\*\*\*\*\* BEST WISHES \*\*\*\*\***