



PRESIDENCY UNIVERSITY

BENGALURU

Roll No.															
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End - Term Examinations - December 2025

Date: 15-12-2025

Time: 1.00pm to 04.00pm

School: SOC / SOM (UG)	Program: BBA	
Course Code : BBA3028	Course Name: Brand Management	
Semester: V	Max Marks: 100	Weightage: 50%

CO - Levels	CO1	CO2	CO3	CO4	CO5
Marks	20	20	20	20	20

Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Do not write anything on the question paper other than roll number.

Part A

Answer ALL the Questions. Each question carries 2marks.

10Q x 2M=20M

1.	Define brand management	2 Marks	L1	CO1
2.	Define brand infringement.	2 Marks	L1	CO1
3.	What is brand protection?	2 Marks	L1	CO2
4.	What is brand awareness?	2 Marks	L1	CO2
5.	Define brand positioning	2 Marks	L1	CO3
6.	What is brand recall?	2 Marks	L1	CO3
7.	What is brand extension?	2 Marks	L1	CO4
8.	What is brand communication?	2 Marks	L1	CO4
9.	What is a tagline or slogan?	2 Marks	L1	CO5
10.	Define brand valuation.	2 Marks	L1	CO5

Part B

Answer ALL the Questions. Each question carries 7 marks.

5Q x 7M = 35M

11.	Discuss the common reasons why brand messages become offensive.	07 Marks	L2	C01
Or				
12.	Discuss the relationship between brand identity and brand image in Kapferer's model.	07 Marks	L2	C01
13.	Explain how gender, religion, or race-related content can lead to public backlash.	07 Marks	L2	C02
Or				
14.	Explain how effective brand management contributes to brand equity	07 Marks	L2	C02
15.	Discuss why even successful brands may require revitalization.	07 Marks	L2	C03
Or				
16.	Discuss how brand repositioning can help maintain market relevance.	07 Marks	L2	C03
17.	Discuss how brand crises can affect brand reputation.	07 Marks	L2	C04
Or				
18.	Discuss why message consistency is important for strong brand management.	07 Marks	L2	C04
19.	Describe how social media influences brand perception and reputation.	07 Marks	L2	C05
Or				
20.	Discuss how brand management helps in gaining competitive advantage.	07 Marks	L2	C05

Part C

Answer any three Questions. Each question carries 15marks

3Q x 15M=45M

21.	Apply brand extension strategy to expand a brand like Amul or Samsung into a new category.	15 Marks	L4	C01
22.	Use IMC tools to design a brand communication plan for a new product launch.	15 Marks	L4	C02
23.	Apply crisis management principles to rebuild the brand image after a negative event (e.g., product recall or social backlash).	15 Marks	L4	C03
24.	Suggest ways to improve brand loyalty for a smartphone company facing high churn rates.	15 Marks	L4	C04
25.	Apply celebrity endorsement principles to recommend the right spokesperson for a fitness brand.	15 Marks	L4	C05