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Bengaluru

Mid Term Examinations - October 2026

Date: 08/10/2026 **Time:** 11:45 AM - 01:15 PM

Course Code: BBA3028 **Course Name:** Brand Managemnt

Semester: Fifth Semester **Max. Marks:** 50 **Weightage:** 50%

CO - Levels	CO1	CO2
Marks	46	44

PART A: Answer Following Questions. 10 M

Q.N.	Questions	M	CO	BT
1	Ratan Tata is an example of a successful Indian businessman. He is known for his humility, hard work, and vision. For example, he donated Rs. 500 Cr. to support the nation during a crisis. This is an example of which type of brand?	2	CO1	BT2
2	Define Brand Promise with an example.	2	CO1	BT2
3	What does Brand Means in Marketing? Give answer with its core componenets.	2	CO1	BT2
4	Interpret Corporate Branding.	2	CO2	BT2
5	Everyone knows IKEA for their minimalistic yet modern and affordable furniture (and, of course, their meatballs). In addition, IKEA is known for their prices and a huge selection of furniture, giving individuals looking to furnish a home tons of options, so they only need to go to one store to get all of their shopping done. The statement substantiate truly with which one of the types of branding.	2	CO2	BT1

PART B : Answer Any 1 Following Questions. 10 M

Q.N.	Questions	M	CO	BT
6	Brands have a significant impact on market competition, customer engagement, and business management. A strong master brand presence in the market differentiates a company's products from its competitors and builds brand affinity for a company's products or services. A brand is a dynamic, ever-changing entity rather than a static one. Over time, a brand may alter to accommodate shifting consumer tastes, market dynamics, competitive demands, or strategic objectives. Illustarte the evolution of brand.	10	CO1	BT2
7	The essential elements that a business utilizes to create a distinctive identity and establish a connection with customers are known as brand components. Together, these components give a product or service a unified brand image and set it apart from rivals. Interpret five brand components and attributes.	10	CO1	BT2

PART C: Answer Any 1 Following Questions. 10 M

Q.N.	Questions	M	CO	BT
8	Give one example to demonstrate the Kapferer Brand Prizm Model.	10	CO1	BT2
9	Using appropriate examples, explain the main challenges and opportunies in modern brand management.	10	CO1	BT2

PART D: Answer Any 1 Following Questions. 10 M

PTO (Please Turn Over)

Q.N.	Questions	M	CO	BT
10	Classify an overview of the types of branding explain with examples any five of them.	10	CO2	BT2
11	Infer different primary steps in the strategic brand management process.	10	CO2	BT2

PART E: Answer Any 1 Following Questions. 10 M				
Q.N.	**Questions**	**M**	**CO**	**BT**
12	A brand portfolio strategy is a plan for managing and organizing a company's brands to achieve business goals. Explain the endorsed brand in the context as a brand portfolio strategy.	10	CO2	BT2
13	Businesses must comprehend the origins of brand equity in order to establish and preserve a solid reputation. Extend examples of five brand equity sources.	10	CO2	BT2