

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

SET A

**SCHOOL OF MANAGEMENT
END TERM EXAMINATION - JAN 2024**

Semester : Semester V - 2021
Course Code : BBA3028
Course Name : Brand Management
Program : BBA

Date : 11-JAN-2024
Time : 1:00 PM - 4:00 PM
Max Marks : 100
Weightage : 50%

Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Question paper consists of 3 parts.
- (iii) Scientific and non-programmable calculator are permitted.
- (iv) Do not write any information on the question paper other than Roll Number.

PART A

ANSWER ALL THE QUESTIONS

5 X 2M = 10M

1. Recite the meaning of brand management. (CO1) [Knowledge]
2. Define brand architecture. (CO1) [Knowledge]
3. Describe brand identity. (CO1) [Knowledge]
4. Recite the meaning of brand extension. (CO1) [Knowledge]
5. Describe relaunching of brands. (CO1) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

5 X 10M = 50M

6. Generalise the basic approaches of branding. (CO2) [Comprehension]
7. Explain the concept of brand disfunctioning. (CO2) [Comprehension]
8. Explain the process of establishing brand values. (CO2) [Comprehension]

9. Explain the different brand promotion methods for any established beverages brand. (CO3) [Comprehension]
10. Briefly explain the concept of employer branding and employee branding. (CO3) [Comprehension]

PART C

ANSWER ALL THE QUESTIONS

2 X 20M = 40M

11. Fabindia is an Indian chain store retailing garments, home-decor, furnishings, fabrics and products handmade by craftspeople across rural India. Established in 1960 by John Bissell, an American working for the Ford Foundation, New Delhi, Fabindia started out exporting home furnishings, before stepping into domestic retail in 1976, when it opened its first retail store in Greater Kailash, New Delhi. The chairman of the company is John's son, William Nanda Bissell. As of July 2020, Fabindia operated 327 stores across India and 14 international stores. Demonstrate the six phases of brand identity for fabindia. (CO3) [Application]
12. Nivea is a German personal care brand that specializes in skin and body care. It is owned by the Hamburg-based company Beiersdorf Global AG. This was the origin of Eucerin brand. *Nivea* comes from the Latin adjective *niveus*, *nivea*, *niveum*, meaning "snow-white" Illustrate the reasons for Nivea for adopting brand extension and also demonstrate how they have adopted the brand extension. (CO3) [Application]