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**PRESIDENCY UNIVERSITY
BENGALURU**

**SCHOOL OF MANAGEMENT
MID TERM EXAMINATION - NOV 2023**

Semester : Semester V - 2021

Course Code : BBA3028

Course Name : Sem V - BBA3028 - Brand Management

Program : BBA

Date : 6-NOV-2023

Time : 11:30AM - 1:00PM

Max Marks : 50

Weightage : 25%

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 2 = 10M)

1. List any two elements of brand. (CO1) [Knowledge]
2. Recite the differences between brand management and product management. (CO1) [Knowledge]
3. Define brand. (CO1) [Knowledge]
4. Describe business to business (B2B) brands. (CO1) [Knowledge]
5. Describe brand rejuvenation or revitalising. (CO1) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

(2 X 10 = 20M)

6. Most business ideas come from an entrepreneur spotting a need for a product or service. There are four main customer needs that an entrepreneur or small business must consider. These are price, quality, choice and convenience. Explain different categories of brands. (CO2) [Application]

7. Mercedes Benz's reputation for reliability, quality, luxury, performance, safety, and advanced technology sets it apart from many other car brands. Its commitment to innovation and customer satisfaction make every Benz a statement of sophistication, style, and superior engineering. Explain the brand essence elements in the given scenario.

(CO2) [Application]

PART C

ANSWER THE FOLLOWING QUESTION

(1 X 20 = 20M)

8. The consumer durable industry consists of durable goods and appliances for domestic use such as televisions, refrigerators, air conditioners and washing machines.. Illustrate the Aker's Brand equity model for any of the consumer durable goods brand of your choice.

(CO3) [Application]