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**Presidency University**

**Bengaluru**

**SCHOOL OF COMMERCE &ECONOMICS**

**Summer Term End Term Examinations, August 2024**

**Summer Semester**: 2023 - 24

**Course Code**: BBA3028

**Course Name**: Brand Management

**Program & Sem**: BBA VIth Sem

**Date**: 06/ Aug / 2024

**Time**: 1.00 PM-4.00 PM

**Max Marks**: 100

**Weightage**: 50%

**Instructions:**

1. *Read the all questions carefully and answer accordingly.*
2. *Question paper consists of three parts.*
3. *Scientific and Non Programmable Calculators are Permitted.*
4. *Do not write any information on the question paper other than roll number.*

**Part A**

**Answer any Five Questions. (5 Q x 2 M = 10 M)**

1. Describe the term ‘Facebook Ads’ (C.O.No.1) [Remember]

2. Explain the role of budget in content marketing. (C.O.No.1) [Remember]

3. Explain the difference between on-page and off-page SEO. (C.O.No.1) [Remember]

4. Recognize the keyword reports that help in identifying relevant search terms for a website? (C.O.No.1) [Remember]

5. State the mechanism businesses use hashtag campaigns for marketing? (C.O.No.1[Remember]

6. Identify relevant keywords for an online retail store. (C.O.No.1) [Remember]

7. Describe Brand Rationality as discussed in class. (C.O.No.1) [Remember]

**Part B**

**Answer any FIVE Questions. (5 Q x 10 M = 50 M)**

7. Summarize Kepferer Brand Identity Prizm Model as discussed in class. (C.O.No.2) [Understand]

8. Interpret brand portfolio strategy with proper example. C.O.No.3) [Understand]

9. Compare the advantages and disadvantages of having multiple brands under one portfolio. (C.O.No.3) [Understand]

10. Summarize the importance of IMC in modern marketing. (C.O.No.4) [Understand]

11 Summarize the reasons why customers become loyal to a brand. (C.O.No.5) [Understand].

12. Describe the role of brand positioning in brand management. (C.O.No.5) [Understand].

13. Develop a brand management plan for a new product launch. (C.O.No.5) [Understand].

**Part C**

**Answer any TWO Questions. (2 Q x 20 M = 40 M)**

13. Scenario: A local apparel brand is looking to expand internationally but is concerned about maintaining brand consistency across different markets.

Question: What strategies should the brand adopt to ensure a consistent brand image while catering to diverse cultural preferences? (C.O.No.4) [Apply]

14. Scenario: You are tasked with rebranding a traditional retail store to appeal to a younger, tech-savvy audience.

Question: What specific brand management techniques would you apply to modernize the brand while maintaining its core values? (C.O.No.5) [Apply]

15. Scenario: Your company is launching a new product line.

Question: List the steps you would take to ensure the new product aligns with the existing brand identity.