DECEMBER 2024 **P/ID 77943/RMBM4**

Time : Three hours Maximum : 80 marks

PART A — (10 × 2 = 20 marks)

Answer any TEN questions in 50 words each.

1. Define brand.

2. State the meaning of brand equity.

3. What is meant by brand extension and brand licensing?

4. Cult brands - Explain.

5. What is meant by points of parity?

6. Enlist the stages of brand image.

7. What is meant by points of difference?

8. What is the meaning of strategic positioning of brands?

9. What is meant by co-branding?

10. What is a brand transfer?

11. What is brand DNA?

12. Define kernel in terms of brand management.

PART B — (5 × 6 = 30 marks)

Answer any FIVE questions in 250 words each.

13. Write a short note on the importance of brands.

14. Describe any six forms of branding challenges.

15. Write in short, the role of social media in brand building.

16. Enumerate the six traits of a brand identity prism.

17. Discuss the way to choose a brand dimension.

18. Give a brief description regarding the cult brands.

19. List down the benefits of co-branding.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions in 500 words each.

20. Explain the features of a good brand positioning strategy.

21. Write in detail about the merits and demerits of brand revitalization.

22. Enumerate the brand identity elements in detail.

23. Discuss the elements and importance of brand equity.

24. Elucidate the benefits and drawbacks of global branding.

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