MAY 2022 **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. What is Branding?

2. Define Brand Identity.

3. Write a brief note on Brand DNA.

4. State the purpose of Brand Identity Prism.

5. Write short note on Disruptive Brand.

6. Briefly explain Brand Positioning.

7. Define Brand Image.

8. Give examples of Iconic Brands.

9. What is Brand Loyalty?

10. Write a brief note on Brand Extension.

11. What is Brand Rejuvenation?

12. Name few popular Online Brands in India.

PART B — (5 × 6 = 30 marks)

Answer any FIVE questions in 250 words each.

13. Interpret the Challenges in Branding.

14. Explain the Three Layers of a Brand.

15. Compare Points of Parity and Points of Difference.

16. Evaluate the impact of Brand Image on Customer Loyalty.

17. Describe the Elements of Brand Audit.

18. Discuss the Pros and Cons of Brand Licensing.

19. Mention the Advantages of Global Branding.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions in 500 words each.

20. Enumerate the Major Components of a Brand.

21. Elaborate the steps involved in the Brand Building.

22. Elucidate the Dimensions of Brand Image.

23. Evaluate the Methods of Brand Valuation.

24. Discuss the Strategies to overcome the Global Challenges by Indian Brands.

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