MAY 2023 **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. What is Brand Equity?
3. Cite an example for Brand DNA.
4. How Point of Purchase influence the Customer?
5. What do you mean by Brand Positioning?
6. Define Corporate Branding.
7. What is Brand Extension?
8. Define Brand Audit.
9. Give an example for Brand Licensing.
10. Infer any Two Advantages of Co-Branding.
11. Why Brand Revitalization is required?
12. How can an Organisation build its Brand Online?

PART B — (5 × 6 = 30 marks)

Answer any FIVE questions in 250 words each.

13. Examine the Challenges in Branding.

14. Interpret the Elements of a Brand.

15. Identify the Risks in Brand Positioning.

16. Mention the Dimensions of Brand Image.

17. Explain Cult Brands with example.

18. How does a Brand help in Selling? Explain.

19. Examine the Effects of Brand Rejuvenation on Consumer Purchase Intention.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions in 500 words each.

20. Illustrate the Models of Brand Equity.

21. How Companies can gain Competitive Advantage through Strategic Positioning of Brands? Explain with example.

22. Elaborate the Stages in managing Brand Image.

23. Evaluate the Methods of Brand Valuation.

24. Discuss the Global Branding Strategies of Apple and Coca-Cola.
