MAY 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 Equity.

2. What is Point of Purchase?

3. Describe Brand Positioning.

4. How a Brand Promise influence the Consumer Behaviour?

5. What do you mean by Brand Reputation Risk?

6. Describe Category Point of Parity.

7. How to develop a Unique Brand Identity?

8. Define Brand Audit.

9. Quote an example for Brand Licensing.

10. Infer any Two Benefits of Co-Branding.

11. What is Brand Revitalization?

12. How can an Organisation build its Brand Online?

PART B — (5 × 6 = 30 marks)

Answer any FIVE questions in 250 words each.

13. Distinguish between Brand and Product.

14. Interpret the Elements of a Brand.

15. Propose a Strong Brand Positioning Strategy for a new Restaurant in your City.

16. How Points of Parity helps in building a Winning Brand?

17. Explain Cult Brands with example.

18. Examine the Challenges in Selling a Brand.

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 different Models of Brand Equity.

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

22. Elaborate the Stages in managing Brand Image.

23. What is Brand Architecture? Illustrate the Brand Architecture of Amazon.

24. Inspect the Impact created by Indian Brands in Global Market with example.

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