MAY 2025 **P/ID 77943/RMBM4**

Time : Three hours Maximum : 80 marks

PART A — (10 × 2 = 20 marks)

Answer any TEN questions.

1. Define brand.
2. State the meaning of brand equity.
3. What is brand identity?
4. Define brand positioning.
5. What do you meant by points of parity?
6. Enlist the stages of brand image.
7. Define Co-branding.
8. Write three or four lines on brand licencising.
9. Define cult brand.
10. What is a brand transfer?
11. Write a short notes on brand licensing.
12. What is brand rejuvenation?

PART B — (5 × 6 = 30 marks)

Answer any FIVE questions.

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

14. Describe any six forms of branding challenges.

15. Enumerate the value-based positioning in short.

16. What does points of parity and points of difference mean?

17. Discuss the way to choose a brand dimension.

18. Give a brief description regarding the cult brands.

19. Why do businesses revitalize their brands? Explain briefly.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

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

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

22. State the ways for an effective brand rejuvenation.

23. What is brand licensing? Explain in detail about its benefits.

24. Elucidate the benefits and drawbacks of global branding.

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