

DEPARTMENT OF BUSINESS ADMINISTRATION
QUESTION BANK FOR BBA
BRAND MANAGEMENT

MODULE I (CO Demonstrate branding principles) Level I

SECTION A

1. Demonstrate levels of product
2. Distinguish brand and product
3. What is augmented product
4. Define product
5. Define Convenience product
6. Explain
 - a. Product Mix
 - b. Product Line
7. Define brand
8. Explain the importance of branding
9. What is the last stage of the consumer decision process?
10. Describe “exchange”
11. Suggest four elements of service
12. Enumerate institutional markets
13. What do understand by the term Reseller

SECTION B

14. Suggest and explain a system for classifying products.
15. Distinguish generic product, core product expected product and augmented product.
16. Explain the functions of Brand



17. Define Brand? Write about the branding levels
18. Elaborate the elements in branding
19. Explain the levels of the product
20. Describe the product classification of consumer products.
21. Discuss the role of product manager in the fast changing marketing environment of today.

SECTION C

22. Explain the concept of product management along with its importance.
23. How does product management differ from general marketing management in terms of scope of responsibility, nature of decision making and time horizon?
24. What is branding? Explain the process of branding.
25. Discuss the concept of product life cycle (PLC). Comment on PLC as an aid to new product development planning strategies.

MODULE 2 (CO - Design branding strategies) (level 4)

SECTION A

1. Discuss Brand Identity?
2. Enumerate brand architecture?
3. What do you mean by brand image and personality?
4. Summarize brand name
5. Generalize the attributes of brand name
6. Highlight the significance and limitations of brand name in marketing
7. How does trade mark helps in protecting the brand name
8. Associate trademark with brand identity
9. Compile the objectives of brand promotion
10. Show the importance of brand promotion

SECTION B



11. Explain the criteria for choosing Brand Identity.
12. Write about major branding strategies.
13. Why is brand name important?
14. What are the main responsibilities of a Brand Manager?
15. Express potential for Brand Management in modern marketing
16. Discuss in detail the relationship between brand name and identity
17. Define brand loyalty and write about the loyalty levels of the customer with Respect to brands
18. Write about Brand Personality

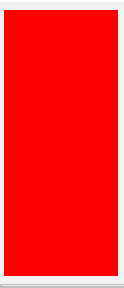
SECTION C

19. Compile various methods of Brand Promotion
20. Discuss Brand Building Process for the following Brands :
 - a. Symphony Water Cooler
 - b. Tata Salt
21. Examine the modern challenge of Brand Building through Internet
22. Explain the concept and Process of brand building.

MODULE 3 (CO - Outline the components of Logo) (Level 3)

SECTION A

1. Enumerate the components of a logo
2. Define a Logo.
3. What is Tagline?
4. Evaluate the Logo based on the ingredients
5. Restate the concepts of word mark
6. How is brand mark important in branding
7. Compare word mark and trademark
8. Differentiate Tagline from Slogan
9. Discuss imperative Tagline



10. Interpret descriptive tagline with examples
11. Demonstrate proactive tagline
12. Suggest how interrogative tagline helps in gaining the attention of consumers?

SECTION B

13. Evaluate the Logo based on its ingredients
14. Classify the components of a logo
15. Elaborate the functions of Tagline
16. How is tagline important for a marketer?

SECTION C

17. Point out the do's and don'ts while designing a logo
18. Does a startup require tagline? Elaborate the types of tagline
19. Arrange the ways by which you can design a tagline
20. How does tagline help in making memorable impression?
21. "Taglines can help your business draw new customers". Discuss.

MODULE 4 (CO - Measure the elements of brand equity) (Level 3)

SECTION A

1. Define brand positioning.
2. Examine Brand vision with appropriate examples
3. Restate Brand equity
4. What is the Role of Brand Ambassadors?
5. Examine the concept of Rebranding
6. Define Brand equity.
7. What is Brand Leverage?
8. Explain the advantages of Brand positioning
9. Examine the concept of brand repositioning



SECTION B

10. Suggest measures to retain brand loyalty and customer loyalty
11. Discuss various methods to measure Brand Equity.
12. What is brand differentiation? What are various differentiation strategies?
13. Express the components of Brand Positioning?
14. Write a short note on target audience
15. Explain the concept and Process of brand building.
16. Compose the process involved in Brand positioning
17. Does Brand repositioning always works? Comment.

SECTION C

18. Determine the factors contributing Brand equity
19. Elaborate the ways to measures of brand equity
20. Discuss the pricing options available for a new product. Suggest pricing method in the following situations and explain the reasons.
 - a. Introducing a line of economy range of men's footwear (shoes)
 - b. Breakfast cereals
 - c. Compact discs (storage devices)
21. "Brand loyalty is an asset." Discuss.
22. What are the various challenges and opportunities faced nowadays while Building Brands?



MODULE 5 (CO - Illustrate brand extension) (Level 2)

SECTION A

1. Explain co-branding.
2. Restate brand extension in branding
3. Enumerate the advantages of brand extension
4. Why do brands have brand extension?
5. Estimate the advantages of brand extension
6. What is reason for the brands going with licensing?
7. Define brand licensing.
8. Examine the benefits of licensing a brand
9. How does brand licensing helps in building brand loyalty
10. What does it mean to license a brand?

SECTION B

11. Determine the factors affecting brand extension
12. Specify the methods in co-branding
13. Express the strategies in co-branding
14. Discuss the types of brand extension
15. Why is brand extension important
16. Examine the advantage and disadvantage of brand extension with appropriate examples.
17. Discuss the advantages and disadvantages of Brand Extension.
18. Discuss in detail the concept of brand extensions.



SECTION C

19. Products increase customer choice, brands simplify it.” Elaborate this statement in context to ‘Brand Extension’.
20. Discuss the bases for brand extension with suitable examples.
21. Determine the instances where brand extension has been a success and express the reasons for the same.
22. ‘Brand Extension - A Success or Failure’. Elaborate.