



VI Semester B.B.A. Examination, September 2020
(CBCS) (F + R)
(2016-17 and Onwards)
BUSINESS ADMINISTRATION
Paper – MK 6.5 : Elective Paper – III : Brand Management

Time : 3 Hours

Max. Marks : 70

Instruction : Answers should be written in English only.

SECTION – A

Answer **any five** questions. **Each** carries 2 marks.

(5×2=10)

1. a) Give the meaning of product line.
- b) What is product personality ?
- c) Mention the stages of PLC.
- d) What is International marketing ?
- e) What is brand ?
- f) What is celebrity endorsement ?
- g) What is brand hierarchy ?

SECTION – B

Answer **any three** questions. **Each** question carries 6 marks.

(3×6=18)

2. What are the reasons for new product failure ?
3. Explain the approaches to international marketing.
4. Differentiate brand identity and brand image.
5. What are the advantages of co-branding ?
6. What are the needs of managing the brand over-time ?



SECTION – C

Answer any three questions. Each question carries 14 marks. (3×14=42)

7. Discuss the elements of product differentiation.
 8. Explain brand challenges and opportunities.
 9. Explain the classification of sales forecasting techniques.
 10. What is market segmentation ? What are the bases of market segmentation ?
 11. Explain the types of branding strategies.
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