

(FOR THE CANDIDATES ADMITTED

23UBP5E2

DURING THE ACADEMIC YEAR 2023

ONLY)

REG.NO. :

N.G.M. COLLEGE (AUTONOMOUS) : POLLACHI

END-OF-SEMESTER EXAMINATIONS: NOVEMBER- 2025

B.Com BPS (SF)

TIME: 3 HOURS

SEMESTER-V

MAXIMUM MARKS: 75

PART - III

23UBP5E2 - BRAND MANAGEMENT

SECTION – A (10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS.

(K1)

1. What is the primary purpose of a brand name?
 - a) To describe the product features
 - b) To create brand awareness and differentiation
 - c) To provide product guarantees
 - d) To list product benefits
2. What is the role of a brand ambassador in brand image building?
 - a) To create new products
 - b) To manage brand finances
 - c) To promote the brand and create brand awareness
 - d) To conduct market research
3. What is brand equity?
 - a) The financial value of a brand
 - b) The number of customers a brand has
 - c) The level of brand awareness
 - d) The perceived value of a brand in the market
4. The functional risk of brand is related to _____
 - a) Price
 - b) Performance
 - c) Social image
 - d) Brand relationship
5. What is the primary goal of designing and implementing branding strategies?
 - a) To increase product sales
 - b) To create brand awareness
 - c) To build a strong brand image and achieve business objectives
 - d) To reduce product costs

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES (K2)

6. Define the term brand
7. What is brand Vision?
8. What is brand loyalty?
9. What is Brand Revitalization?
10. What is a brand consistency?

SECTION – B (5 X 5 = 25 MARKS)**ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS. (K3)**11 a) Describe on the significance of a brand. **(OR)**

b) What are the different types of brands?

12 a) How can a brand be positioned effectively? **(OR)**

b) Distinguish between brand mark and trade mark

13 a) Explain how a customer loyalty program helps in modern marketing. **(OR)**

b) What are the primary objectives of conducting a brand audit for an established company

14 a) How can social media analytics be used to monitor brand performance? **(OR)**

b) List down the consequences of co-branding.

15 a) How does strategic brand management impact customer perception? **(OR)**

b) Explain the key elements of brand management:

SECTION – C (5 X 8 = 40 MARKS)**ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS. (K4 (Or) K5)**16 a) Explain the internal and external factors that influence branding decisions. **(OR)**

b) Discuss the key factors involved in creating and establishing a successful brand.

17 a). Analyse the advantages a company can gain by successfully implementing a brand extension strategy.

(OR)

b) Discuss the strategic implications of treating a brand as a core business asset.

18 a) Explain the impact of branding on consumer buying behavior and market competition. **(OR)**

b) How does the brand manager collaborate with other departments such as manufacturing, marketing, finance and R&D?

19 a) Discuss the importance of brand rejuvenation in today's fast-paced business environment. **(OR)**

b) Explain the risks associated with brand development through takes over and merger.

20 a) Discover the factor that factors contribute to the success or failure of a brand in the market place by picking up one example each from an FMCG and Consumer Electronics of your choice. **(OR)**

b) Scholar, a popular educational website, encourages students to create reels showing how they use the platform for tutorials, study hacks, and skill-building. This reinforces Scholar as an educational resource.

Questions:

a. How does Scholar position itself through student reels?

b. Why are educational reels effective for brand engagement?