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VI Semester B.B.A. Examination, September/October 2023

(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 : Answer should be written in **English only**.

SECTION – A

Answer **any five** of the following questions. **Each** carries **2** marks.

(5×2=10)

1. a) Give the meaning of brand rejuvenation.
- b) What is penetration pricing strategy ?
- c) State any two benefits of market segmentation.
- d) What do you mean by product mix ?
- e) Give the meaning of product planning.
- f) Mention any two steps in brand building.
- g) Define product personality.



SECTION – B

Answer **any three** of the following questions. **Each** carries **6** marks.

(3×6=18)

2. Explain the reasons for new product failure.
3. What are the characteristics of good brand name ?
4. Differentiate between Retailer and Distributor.
5. What is Brand Extension ? And explain its advantages.
6. What are the advantages of Co-Branding ?

P.T.O.



SECTION - C

Answer any three of the following questions. Each carries 14 marks. (3x14=42)

- 7. Briefly explain the process of new product development.
- 8. Explain the product strategy over the life cycle.
- 9. What is product differentiation ? Explain the elements of product differentiation.
- 10. Explain branding challenges and opportunities.
- 11. Explain target market selection process.



SECTION - B

Answer any three of the following questions. Each carries 6 marks. (3x6=18)

- 2. Explain the reasons for new product failure.
- 3. What are the characteristics of good brand name ?
- 4. Differentiate between Retailer and Distributor.
- 5. What is Brand Extension ? And explain its advantages.
- 6. What are the advantages of Co-Branding ?