

VALLIAMMAI ENGINEERING COLLEGE, CHENNAI
Department of Management Studies
BA7011- Brand Management
Question Bank

UNIT 1

PART A

1. Define brand
2. What is co-branding
3. What are private labels
4. What is commodity
5. what is successful brands
6. what is brand failure
7. difference between co-branding and branding
8. List the types of brand
9. write a short note on function of branding
10. write the importance of branding
11. List any two importance of branding to the customer.
12. List any two importance of branding to the firm.
13. Enlist any two scope of branding.
14. What do you mean by mental map?
15. What is another name of “brand mantras”?
16. Give one example of brand mantras.
17. Define brand-product matrix.
18. Define brand hierarchy.
19. Mention source of brand equity.
20. List advantage of brand awareness.

PART B

1. Explain the basic understanding of brands?
2. Explain the different branding concepts any two automobiles on your own?
3. Discuss the essential function of brand? Explain the significance of brand? What are the challenges of brand management?
4. Explain the nature and significances of brands?
5. Illustrate the branding concept for new entry company in market
6. Elaborate the co-branding concepts in detail
7. Discuss the store brands with suitable examples
8. Explain the different types of brands with suitable example
9. Discuss the advantages of branding a product.
10. Discuss the branding concepts for manufacturing? What is the different store brand? What are the different types of brand?

UNIT 2
PART A

1. What is global brand
2. What is multi brand
3. Define brand vision
4. Differentiate between brand image and brand identify
5. List first two step involved in brand management process
6. How to build strong brand
7. Define brand positioning
8. Define brand values
9. Define elements
10. Difference between global market and domestic market branding
11. List any four way in competing with foreign brand
12. what is strategic brand management process
13. what is brand failure in initial stage of branding
14. List the importance of branding values
15. Write the importance of brand positioning
16. How to achieve brand value for product
17. How to measure brand success
18. Define foreign brand
19. what is domestic market
20. write a short note on brand manager

PART B

1. Evaluate the various brand elements. Explain each brand element with suitable examples
2. Critically examine branding in global market? What are competing foreign brands?
3. Explain the different strategic brand management process in detail?
4. Elaborate building a strong brand for domestic market?
5. State how brand names have become generic terms with illustration.
6. Omega international is planning to introduce a hair gel for male in the Indian market. Assume that you are appointed as the brand manager. Design the brand elements for hair gel.
7. Discuss brand positioning competing with foreign brands in the detail
8. Illustrates establishing brand values service company in the detail
9. Explain brand element for both manufacturing and service industry?
10. Critically examine the branding for global markets in detail? Explain the different branding strategies to be followed when a product is marketed globally

UNIT 3

PART A

1. Define brand image
2. How does B2B brand promotion differ from B2C Brand promotion
3. What is a brand ambassador
4. Differentiate between line extension and brand extension
5. Define Brand.
6. Define Strategic Brand Management.
7. Explain any one importance of branding to the firm.
8. Explain any one importance of branding to the customer.
9. List the scope of branding.
10. List down the challenges of branding.
11. Explain any one challenges of branding.
12. Diagrammatically present the steps involved in strategic brand management process.
13. Define brand positioning.
14. What is leveraging secondary association?
15. What do you mean by brand audit?
16. What is brand equity measurement?
17. How brand tracking is the helpful for the marketers.
18. Define brand value chain.
19. What is brand recall?
20. List four steps of brand building.

PART B

1. Define Celebrity Endorsement. "Indian TV advertisement is full of celebrities", discuss the reasons for the same.
2. Explain the steps involved in online brand promotions.
3. Explain the role of celebrities as brand ambassadors with successful brands in India
4. What are brand loyalty programmes? Explain brand loyalty programmes in air ways service brands?
5. Explain the concept of brand image building in detail
6. Discuss the importance of celebrity endorsement in detail
7. Critically examine the brand loyalty programmes in service industry
8. Explain the different brand promotion methods
9. Illustrates role of brand ambassadors with suitable examples
10. Discuss the advantages of online brand promotions in the detail?

UNIT 4

PART A

1. What is meant by brand extension
2. What is corporate branding
3. State any four reasons for brand failure
4. Define brand audit
5. What is brand extension?
6. Define brand recognition.
7. List the importance of branding to the customer.
8. What is the importance's of branding to the firm? Explain.
9. List any seven scope of branding.
10. Write the advantages of brand audit
11. What are challenges faced in branding?
12. Describe the strategic brand management process.
13. Discuss the sources of brand equity
14. Difference between launching and re launching
15. What is branding and brand process
16. Importance of brand management process
17. Write the advantages of brand extension
18. How brand adoption practices in India
19. Define brand equity
20. Write the approaches of brand equity

PART B

1. Explain the different types of brand extension strategies with suitable from India.
2. Explain the following concepts, (i) Rebranding (ii) Repositioning. Give illustrations
3. What are types of brand extension decision? explain the brand extension with examples
4. Explain the different types of product rebranding & relaunching
5. Discuss the brand adoption practices in global market in detail
6. Explain the different types of brand extension in detail?
7. Illustrates the factor influencing decision for extension in detail
8. Difference between branding and re- branding with suitable examples
9. Critically examine the branding procedure followed in India
10. Explain the role of brand manager?

**UNIT 5
PART A**

1. Define mega brand
2. Define brand equity
3. What is brand personality
4. State any four reasons for brand failure
5. How to measure brand performance
6. Define brand equity management
7. Define global branding strategies
8. List the importance of brand personality
9. Define brand equity measurement
10. List any four role of brand manager
11. Importance of brand marketing
12. write the challenges faced by brand manager
13. write the opportunities for brand manager in global market
14. what is retailing branding
15. explain the benefits of brand building
16. discuss about the dimensions of brand image
17. what are the 3c 's of positioning
18. what do you mean by brand revitalization
19. explain symbolic brand
20. describe brand extension in global market

PART B

1. What is brand equity? Explain any three methods used to calculate brand equity.
2. Explain the branding challenges and opportunities in a competitive marketing environment.
3. What is brand equity? Explain any three methods used to calculate brand equity.
4. Explain the branding challenges and opportunities in a competitive marketing environment.
5. Discuss the factors measuring brand performance in detail
6. Explain the concept of brand equity management in detail
7. Elaborates the global branding strategies with suitable examples
8. Explain the brand audit procedures in detail
9. Explain the importance of brand leverage with example
10. Explain the challenges in branding for brand manager in detail
