

TILAK MAHARASHTRA VIDYAPEETH, PUNE
BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)
EXAMINATION: MAY – 2025
SEMESTER - VI
Sub.: Brand Management (BBA22-615MM)

Time: 10.00 am To 12.30 pm

Instructions: 1) All questions are compulsory.
2) Figures to the right indicate full marks.

Q. 1. Choose the most appropriate option. (05)

1. What type of brand is associated with a specific product in the market?
 - a) Corporate brand
 - b) Product brand
 - c) Personal brand
 - d) Generic brand
2. Brand image is:
 - a) The logo of a brand
 - b) The public perception of a brand
 - c) The physical design of a brand
 - d) The pricing strategy of a brand
3. Which of the following is an ethical consideration in branding?
 - a) Overpricing products
 - b) Misleading advertising
 - c) Creating a strong logo
 - d) Effective product design
4. Which of the following best describes brand identity?
 - a) The emotional connection a customer feels with a brand
 - b) The internal elements and design that define the brand
 - c) The market share of the brand
 - d) The pricing strategy of the brand
5. Which of the following is NOT typically evaluated in a brand audit?
 - a) Customer perceptions of the brand
 - b) Brand's visual identity
 - c) Competitor pricing strategies
 - d) Brand's financial profitability

Q. 2. State True / False (05)

1. Branding can lead to lower customer loyalty over time.
a) True
b) False
2. Brand positioning refers to how a brand is perceived in the market .
a) True
b) False
3. Rebranding always involves a complete change of logo and brand name.
a) True
b) False
4. Ethical branding includes avoiding misleading marketing tactics.
a) True
b) False
5. Evaluating brand performance only involves internal data, and external market factors are not important.
a) True
b) False

Q. 3. Write Short notes on (Any Three) (15)

1. Branding
2. Brand Image
3. Evaluation of Brands
4. Brand Loyalty
5. Managing Brand

Q. 4. Answer in detail (Any Two) (20)

1. Discuss the concept of brand hierarchy and its importance for companies.
2. Explain branding strategy
3. What is brand positioning, and why is it critical for businesses?
4. Why is ethics important in branding?

Q. 5. Case study (15)

Lenovo is a market leader in manufacturing and selling of laptops. Lenovo is considering expanding into a new market by launching a new product .

You are the brand manager of Lenovo . Answer the following questions

Questions:

1. Discuss the potential benefits and risks associated with brand extension.
 2. What strategies can be used to ensure successful brand equity in the new market?
 3. Explain how you will create a brand image of this brand .
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