

TILAK MAHARASHTRA VIDYAPEETH, PUNE
BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)(071)
EXAMINATION: DECEMBER - 2025
SEMESTER - V

Sub.: Brand Management (BBA23-515-MKTG)

Date : 23/12/2025

Total Marks : 60

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. Brand image refers to the _____ of the brand in the consumer's mind
 - a) Logo
 - b) Perception
 - c) Price
 - d) Promotion
2. A corporate brand represents the entire _____ as a brand
 - a) Product line
 - b) Organization
 - c) Store
 - d) Distribution network
3. Brand loyalty is strengthened through consistent brand _____.
 - a) Pricing
 - b) Communication
 - c) Packaging
 - d) Inventory
4. Individual branding gives each product a unique _____.
 - a) Price
 - b) Name
 - c) Package
 - d) Discount
5. Ethical branding ensures transparency, honesty, and _____ practices
 - a) Misleading
 - b) Responsible
 - c) Aggressive
 - d) Premium

Q. 2. State True / False (05)

- Brand awareness is the foundation of building brand equity.
a) True
b) False
- Service branding is identical to product branding.
a) True
b) False
- Brand hierarchy helps in managing multiple brands within an organization.
a) True
b) False
- Brand extension always guarantees market success.
a) True
b) False
- Customer satisfaction has no role in building brand loyalty.
a) True
b) False

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

1. Brand Awareness
2. Brand Hierarchy
3. Customer Satisfaction
4. Brand Communication
5. Corporate Branding

Q. 4. Answer in detail (Any Two)

(20)

1. Explain the concept of brand equity and its components.
2. Discuss the role of emotional connections in branding.
3. Explain corporate branding and its strategic significance.
4. Discuss the impact of brand positioning on targeting the right audience.

Q. 5. Case study

(15)

“FreshSip Beverages” is a company known for its premium fruit juices. To expand its market, the company introduces a new range of energy drinks under the same brand name “FreshSip.” While loyal juice customers appreciate the brand, new customers question whether a juice brand can meet expectations in the energy drink category. Additionally, FreshSip observes that competitors are using strong digital branding strategies, making it challenging to maintain market presence

Questions:

1. What branding strategy is FreshSip using for the new energy drink line?
 2. Explain two challenges the company may face with this strategy.
 3. Suggest two branding actions FreshSip can take to strengthen brand equity in the new category
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