

TILAK MAHARASHTRA VIDYAPEETH, PUNE
BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)(071)
EXAMINATION: DECEMBER – 2025
SEMESTER - VI
Sub.: Brand Management (BBA22-615MM)

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. A brand's visual and verbal elements together form its _____.
 - a) Brand loyalty
 - b) Brand equity
 - c) Brand identity
 - d) Brand extension
2. A strong and favorable brand association enhances _____.
 - a) Brand price
 - b) Brand equity
 - c) Brand packaging
 - d) Brand distribution
3. Brand positioning aims to create a meaningful _____ in consumers' minds
 - a) Profit
 - b) Difference
 - c) Process
 - d) Discount
4. Ethics in branding ensures transparency, honesty, and avoidance of _____ claims
 - a) Creative
 - b) Premium
 - c) Misleading
 - d) Seasonal
5. A brand's performance is monitored through periodic _____.
 - a) Branding
 - b) Brand audits
 - c) Brand licensing
 - d) Brand distribution

Q. 2. State True / False (05)

1. Brand equity refers to the value a brand adds to a product.
a) True b) False
2. Brand loyalty is not influenced by customer satisfaction.
a) True b) False
3. A brand image represents consumer perceptions of a brand.
a) True b) False
4. Multi-branding is a type of branding strategy.
a) True b) False
5. Customer-based brand equity focuses on brand awareness and brand associations.
a) True b) False

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

1. Brand Image
2. Ethics in Branding
3. Brand Positioning
4. Brand Evaluation
5. Brand Personality

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

1. Explain the different branding strategies used by companies.
2. What is brand equity? Discuss its components and importance.
3. Explain the importance of building brand loyalty. Discuss the factors influencing brand loyalty.
4. Describe brand positioning and brand associations with examples

Q. 5. Case study (15)

Urban Edge is a youth-focused fashion brand offering trendy clothing and accessories. The company projects a bold, stylish, and energetic brand personality. Its advertisements highlight individuality and self-expression. However, recently: Competitors have started copying Urban Edge's designs and messaging. Customers feel the brand's identity is becoming unclear.

Sales have decreased due to inconsistent communication and weak brand associations. Urban Edge wants to refine its brand positioning, strengthen brand associations, and rebuild strong brand loyalty among customers.

- 1 Identify UrbanEdge's brand personality, positioning, and associations. Are they aligned?
 - 2 Suggest ways UrbanEdge can strengthen its brand positioning against competitors.
 - 3 How can UrbanEdge rebuild brand loyalty and improve its brand equity?
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