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BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)(071)
EXAMINATION: MAY - 2026

SEMESTER - V

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

Date : 28/05/2026

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 loyalty is strongest when:
 - a) Customers repeatedly purchase the same brand over time
 - b) Customers frequently switch brands
 - c) Brand offers discounts only occasionally
 - d) Brand advertises on social media
2. Which strategy is used when a company launches new products under an existing brand name
 - a) Brand extension
 - b) Co-branding
 - c) Individual branding
 - d) Generic branding
3. Brand personality is defined as:
 - a) The price positioning of the brand
 - b) The human traits associated with a brand
 - c) The tangible features of a product
 - d) Competitor brand comparison
4. Which of the following is not a type of brand hierarchy?
 - a) Corporate brand
 - b) Family brand
 - c) Generic brand
 - d) Individual brand
5. Ethical branding primarily involves:
 - a) Deceptive advertising
 - b) Overpricing products
 - c) Celebrity endorsements
 - d) Sustainability, honesty, and responsible messaging

Q. 2. State True / False (05)

1. Brand identity is how the company wants consumers to perceive the brand
 - a) True
 - b) False
2. Brand equity has no effect on customer loyalty.
 - a) True
 - b) False
3. Individual brands allow each product to have a unique identity.
 - a) True
 - b) False
4. Brand positioning focuses on the customer's perception of the brand
 - a) True
 - b) False
5. Corporate branding applies only to service industries
 - a) True
 - b) False

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

1. Meaning and Definition of Branding
2. Significance of Branding
3. Types of Brands
4. Brand Identity
5. Disadvantages of Branding

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

1. Explain the Meaning and Importance of Branding. Why is branding important in modern marketing?
2. Discuss Brand Hierarchy, Brand Image, Brand Identity, Brand Positioning, and Brand Personality. How do these concepts interrelate?
3. Write the Steps in Brand Development. When and How should companies develop a new brand?
4. Differentiate between Brand Image and Brand Identity. How should companies manage them?

Q. 5. Case study (15)

Spark Bev Ltd., a well-known soft drink company, decided to launch a new energy drink called “Spark Charge” under its already popular soda brand “Spark.” The company aimed to capture the growing energy drink market targeting young adults aged 18–30. They positioned Spark Charge as a “premium energy boost for active lifestyles.” During the first month, Spark Charge sales were below expectations. Market research showed that customers were confused about whether Spark Charge was related to the trusted Spark brand or a completely new product. Some reviews on social media criticized the taste, while others felt the price was higher than comparable energy drinks. Competitors like Red Bull and Monster already dominated the market. Spark Bev relied on online advertising, celebrity endorsements, and limited promotions at gyms and college campuses. However, customer feedback indicated the brand messaging was inconsistent, and store-level promotions were insufficient. The management realized that while the parent brand had strong equity, its brand extension was not clearly communicated to target customers, affecting purchase decisions and early adoption.

Questions:

1. Identify the branding strategies used and analyze their effectiveness.
 2. What type of brand extension is this? Discuss potential risks.
 3. Suggest strategies to improve brand awareness, loyalty, and customer perception.
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