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VI Semester B.B.A. Examination, September/October 2022

(CBCS) (2016-17 and Onwards) (F+R)

BUSINESS ADMINISTRATION

Paper-6.5 : Elective Paper – III

Brand Management

Time : 3 Hours

Max. Marks : 70

**Instruction** : Answers should be written in **English only**.

SECTION – A

Answer **any five** sub-questions. **Each** sub-question carries **2** marks : **(5×2=10)**

1. a) What is product management ?
- b) Give the meaning of global marketing.
- c) What is product development ?
- d) What is competitive analysis ?
- e) Give the meaning of Sales forecast.
- f) Define brand.
- g) Define brand equity.

SECTION – B

Answer **any three** of the following questions. **Each** question carries **6** marks :

**(3×6=18)**

2. State the characteristics of strong brand.
3. Explain the process of selecting successful brand name.
4. What are the advantages of sales forecasting ?
5. Explain the competitive marketing analysis techniques.
6. State the characteristics of consumer behavior process.

P.T.O.



SECTION - C

Answer **any three** of the following questions. **Each** question carries **14** marks.

(3x14=42)

- 7. What are the factors influence managing line extensions ?
- 8. Briefly explain the process of new product development.
- 9. Explain the process of selecting target market.
- 10. Explain the process of developing the brand.
- 11. Explain the steps in brand building.



SECTION - B

Answer any three of the following questions. Each question carries 6 marks :

(3x6=18)

- 1. State the characteristics of strong brand.
- 2. Explain the process of selecting successful brand name.
- 3. What are the advantages of sales forecasting ?
- 4. Explain the competitive marketing analysis techniques.
- 5. State the characteristics of consumer behavior process.