

SRR & CVR Government Degree College (A): Vijayawada

BRAND MANAGEMENT

III BBA

V Semester

QUESTION BANK

UNIT-I

SHORT QUESTIONS:

1. Product Depth and width
2. Role of Product Manager
3. Product Management
4. Meaning of Product Life cycle
5. Corporate strategy

ESSAY QUESTIONS:

1. What is the meaning of Product policy? Discuss the characteristics and scope of Product policy?
2. Explain the stages of Product Life cycle and its marketing strategies?
3. What do you know about Product line decisions? Discuss various Product line decisions in detail?
4. What is Product Management? Explain scope of Product Management?
5. What do you know about Product Life cycle? Discuss its characteristics in detail?

UNIT-II

SHORT QUESTIONS:

1. Idea Generation
2. Launching of a New Product
3. Reverse brainstorming
4. Test Marketing
5. Business Analysis

ESSAY QUESTIONS:

1. What is New Product development? Explain the importance of New Product?
2. Explain the sources of New ideas?
3. Explain Need and Essentials of sound Test-marketing?
4. Explain the steps involved in New Product development?
5. Explain Techniques for Generating New product ideas?

UNIT-III

SHORT QUESTIONS:

1. Brand Personality
2. Need of organising for New Products
3. Consumer Brand Knowledge
4. Brand and Branding
5. Element of a Logo

ESSAY QUESTIONS:

1. Discuss the Characteristics and importance of Brand Management in detail?
2. What is Brand Association? How to build and maintain a positive Brand Association?
3. What is the meaning of Branding? Discuss the elements in brand creation?
4. Discuss the characteristics and sources of Brand identity?
5. What is brand Personality? Discuss five core dimensions model proposed by Jennifer Aaker?

UNIT-IV

SHORT QUESTIONS:

1. Flanker brand
2. Ingredient Brand Architecture
3. Corporate Branding
4. Symbolic brand
5. Brand portfolio

ESSAY QUESTIONS:-

1. What is the meaning of corporate brand? Explain characteristics of Corporate Brands?
2. What is Brand Architecture? How do you build a strong brand Architecture?
3. What is the meaning of brand Portfolio? Discuss various roles that brands perform in the Portfolio?
4. Explain different tools for Building Brand equity?
5. Discuss various types of brand Architectures in details?

UNIT-V

SHORT QUESTIONS:-

1. Kelleris Brand Equity Model
2. Brand Equity
3. Brand dilution
4. Negative Brand equity
5. Brand Leveraging

ESSAY QUESTIONS:-

1. Explain Pros and cons of Leveraging brand equity?
2. What is Brand Equity? How we measure the outcomes of Brand Equity?
3. Explain Quantitative Methods of Brand Equity?
4. Explain the factors that influence brand equity of an organization?
5. Explain the ways of Leveraging Brand Equity?

