

SRM VALLIAMMAI ENGINEERING COLLEGE

(An Autonomous Institution)

SRM Nagar, Kattankulathur – 603 203

DEPARTMENT OF MANAGEMENT STUDIES

QUESTION BANK

III SEMESTER

PBA101 – BRAND MANAGEMENT

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Prepared by

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UNIT – I – INTRODUCTION**SYLLABUS:** Basic Understanding of Brands Definitions Branding Concepts Functions of Brand Significance of Brands Different Types of Brands Co-Branding Store Brands.**PART- A**

S.NO	QUESTIONS	COMPETENCE	BT LEVEL	CO Level
1	Define Brand.	Remembering	Level 1	CO1
2	Compare between product and brand.	Understanding	Level 2	CO1
3	List down the stages in the evolution of a brand.	Remembering	Level 1	CO1
4	Cite the levels of a brand.	Understanding	Level 2	CO1
5	Discuss the concept of Co-branding.	Understanding	Level 2	CO1
6	Recall the characteristics of successful brands.	Remembering	Level 1	CO1
7	Review the importance of value brands.	Understanding	Level 2	CO1
8	What is meant by Co-branding?	Remembering	Level 1	CO1
9	Distinguish between global brands and local brands.	Understanding	Level 2	CO1
10	What are unbranded goods?	Remembering	Level 1	CO1
11	What is meant brand identity?	Remembering	Level 1	CO1
12	Interpret the importance of branding to the customer.	Understanding	Level 2	CO1
13	List the characteristics of a brand.	Remembering	Level 1	CO1
14	Illustrate the principles of branding.	Understanding	Level 2	CO1
15	What is meant by Store Brand?	Remembering	Level 1	CO1
16	Classify brands according to market area.	Understanding	Level 2	CO1
17	List the aspects of the creation of brands.	Remembering	Level 1	CO1
18	Differentiate between National and International Brands.	Understanding	Level 2	CO1
19	List the importance of branding.	Remembering	Level 1	CO1
20	Compare Manufacturers Brand and Middlemen's Brand.	Understanding	Level 2	CO1
21	Recall the pricing strategies of store brands.	Remembering	Level 1	CO1
22	Interpret the characteristics of a Good Brand name.	Understanding	Level 2	CO1
23	State the advantages of Store brands.	Remembering	Level 1	CO1

24	Interpret the characteristics of Private labels.	Understanding	Level 2	CO1
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PART- B				
S.NO	QUESTIONS	COMPETENCE	BT LEVEL	CO Level
1	Identify the evolution of the brand and the nature of the brand in detail.	Applying	Level 3	CO1
2	Categorize the levels of a brand with examples.	Analysing	Level 4	CO1
3	Identify the nature and functions of the Brand.	Applying	Level 3	CO1
4	Classify the different types of brands with suitable examples.	Analysing	Level 4	CO1
5	Analyse the essential criteria for successful brands.	Analysing	Level 4	CO1
6	Categorize the basic branding concepts in detail.	Analysing	Level 4	CO1
7	Establish the significance of branding in the current marketing scenario.	Applying	Level 3	CO1
8	Categorize the concept of Co-branding. Interpret the advantages and disadvantages of Co-branding.	Analysing	Level 4	CO1
9	Illustrate the principles of branding, which are useful when creating a product.	Applying	Level 3	CO1
10	“People have more faith in brands rather than products”. Categorize this statement by its role and importance in branding.	Analysing	Level 4	CO1
11	Identify the process of branding a product in detail.	Applying	Level 3	CO1
12	Categorize the challenges and opportunities in branding.	Analysing	Level 4	CO1
13	Identify the importance of branding.	Applying	Level 3	CO1
14	Categorize the factors to be considered in co-branding.	Analysing	Level 4	CO1
15	Articulate your understanding on the concept of co-branding strategies.	Evaluating	Level 3	CO1
16	Categorize the concept of store brands.	Analysing	Level 4	CO1
17	Identify the advantages and disadvantages of store brands.	Applying	Level 3	CO1

UNIT – II – BRAND STRATEGIES

SYLLABUS: Strategic Brand Management Process Building a Strong Brand Brand Positioning Establishing Brand Values Brand Value Chain Brand Vision Brand Elements Brand Name Decision- Logos and Symbols The Trade and Merchandise Marks Act 1958 Branding for Global Markets Competing with Foreign Brands.

PART- A

S.NO	QUESTIONS	COMPETENCE	BT LEVEL	CO Level
1.	Define Brand Management.	Remembering	Level 1	CO2
2.	Discuss the concept of brand identity.	Understanding	Level 2	CO2
3.	List the importance of product branding.	Remembering	Level 1	CO2
4.	Interpret the elements of brand management.	Understanding	Level 2	CO2
5.	Cite a few examples of strong brands.	Understanding	Level 2	CO2
6.	List the Role of brand managers.	Remembering	Level 1	CO2
7.	Interpret the importance of the CBBE Model.	Understanding	Level 2	CO2
8.	What is meant by Point of Parity?	Remembering	Level 1	CO2
9.	Identify the benefits of Global Branding.	Understanding	Level 2	CO2
10.	What are the three Cs of positioning?	Remembering	Level 1	CO2
11.	What is meant by brand value?	Remembering	Level 1	CO2
12.	Compare core brand values and brand value.	Understanding	Level 2	CO2
13.	Define Brand Positioning.	Remembering	Level 1	CO2
14.	Summarise the types of brand valuation.	Understanding	Level 2	CO2
15.	Define brand elements.	Remembering	Level 1	CO2
16.	Outline the stages in the strategic brand management process.	Understanding	Level 2	CO2
17.	List the criteria for good brand vision.	Remembering	Level 1	CO2
18.	Compare brand positioning and product positioning.	Understanding	Level 2	CO2
19.	List the ways to compete with foreign brands.	Remembering	Level 1	CO2
20.	Outline the criteria for choosing brand elements.	Understanding	Level 2	CO2
21.	State the importance of brand vision.	Remembering	Level 1	CO2
22.	Outline the characteristics of successful global brands.	Understanding	Level 2	CO2

23.	State the various brand elements.	Remembering	Level 1	CO2
24.	Indicate the factors favoring global branding.	Understanding	Level 2	CO2

PART- B				
S.NO	QUESTIONS	COMPETENCE	BT LEVEL	CO Level
1.	Develop a detailed outline on the role of brand elements in successful branding.	Applying	Level 3	CO2
2.	Classify the various stages in the strategic brand management process.	Analysing	Level 4	CO2
3.	Identify the different branding strategies to be followed when a product is marketed globally. Critically examine the branding for global markets in detail.	Applying	Level 3	CO2
4.	List the characteristics of strong brands.	Analysing	Level 4	CO2
5.	Explain in detail the steps involved in building stronger brands.	Applying	Level 3	CO2
6.	Construct a model diagram and explain the six strong brand-building blocks.	Analysing	Level 4	CO2
7.	How would you describe the 3Cs of positioning? Explain the components of brand positioning.	Applying	Level 3	CO2
8.	Demonstrate the process and strategies of Brand Positioning.	Analysing	Level 4	CO2
9.	Explain the key provisions of the Trade and Merchandise Marks Act 1958	Analysing	Level 4	CO2
10.	How would you show your understanding of the components of brand value? List the factors in building brand value.	Analysing	Level 4	CO2
11.	Describe the various methods of brand valuation in the Indian Context. Identify how to choose the valuation method.	Applying	Level 3	CO2
12.	Categorize the components of brand vision and list the criteria for good brand vision.	Analysing	Level 4	CO2
13.	Identify the criteria for choosing brand elements. Explain in detail options and tactics for brand elements.	Applying	Level 3	CO2
14.	Examine the characteristics of successful global brands. Describe global branding strategies.	Analysing	Level 4	CO2

15.	Examine the factors favoring the rollout of global marketing programs.	Applying	Level 3	CO2
16.	Interpret the guidelines for global branding.	Analysing	Level 4	CO2
17.	Identify the areas of global competition. Discuss strategies to compete with foreign brands,	Applying	Level 3	CO2

UNIT – III – BRAND COMMUNICATION

SYLLABUS: Brand Image Building Brand Loyalty Programmes Brand Promotion Methods Role of Brand Ambassadors, Celebrities Online Brand Promotions. Digital and Online Technology- Digital Branding - Employment Branding Social Proofing.

PART- A				
S.NO	QUESTIONS	COMPETENCE	BT LEVEL	CO Level
1.	Define brand image.	Remembering	Level 1	CO3
2.	Differentiate B2B brand promotion from B2C brand promotion.	Understanding	Level 2	CO3
3.	List the role of celebrities in brand building.	Remembering	Level 1	CO3
4.	Interpret the advantages of brand ambassadors.	Understanding	Level 2	CO3
5.	Compare brand ambassador & celebrity endorsement.	Understanding	Level 2	CO3
6.	List the importance of branding to the firm.	Remembering	Level 1	CO3
7.	Interpret the benefits of Employment Branding.	Understanding	Level 2	CO3
8.	Identify the different types of brand image.	Remembering	Level 1	CO3
9.	Compare brand image and brand identity.	Understanding	Level 2	CO3
10.	What are the three dimensions of brand image?	Remembering	Level 1	CO3
11.	List the importance of segmentation in helping to build brand loyalty.	Remembering	Level 1	CO3
12.	Interpret the roles of brand ambassadors.	Understanding	Level 2	CO3
13.	Define online brand promotion.	Remembering	Level 1	CO3
14.	Interpret the types of brand images.	Understanding	Level 2	CO3
15.	List the benefits of Social Proofing.	Remembering	Level 1	CO3
16.	Interpret your understanding of the influences of celebrity endorsements on consumers.	Understanding	Level 2	CO3
17.	List the various brand promotion methods.	Remembering	Level 1	CO3

18.	Interpret the options a brand manager must promote his brand online.	Understanding	Level 2	CO3
19.	List the advantages of Digital Branding	Remembering	Level 1	CO3
20.	Interpret the levels of brand loyalty.	Understanding	Level 2	CO3
21.	List the need for a brand ambassador to promote a brand.	Remembering	Level 1	CO3
22.	Interpret your opinion on online brand promotion.	Understanding	Level 2	CO3
23.	List the guidelines for online brand promotion.	Remembering	Level 1	CO3
24.	Interpret the key factors for building brands online.	Understanding	Level 2	CO3

PART- B				
S.NO	QUESTIONS	COMPETENCE	BT LEVEL	CO Level
1.	Identify the types of brand image and the process of building brand image.	Applying	Level 3	CO3
2.	Classify the factors affecting brand image.	Analysing	Level 4	CO3
3.	Identify the criteria for effective brand promotion.	Applying	Level 3	CO3
4.	Classify various methods for brand promotion.	Analysing	Level 4	CO3
5.	Articulate on the different types and levels of brand loyalty.	Applying	Level 3	CO3
6.	Categorize the different categories of brand loyalty programs.	Analysing	Level 4	CO3
7.	Explain the concept of Brand Promotion and the key considerations for a successful online promotion.	Analysing	Level 4	CO3
8.	Classify the role/importance of the Brand Ambassador.	Analysing	Level 4	CO3
9.	Examine the role of digital and online technology in brand promotion.	Applying	Level 3	CO3
10.	Classify the role of celebrities. List the advantages of celebrity endorsements.	Analysing	Level 4	CO3
11.	Identify the criteria for promotion programs.	Applying	Level 3	CO3
12.	Classify the difference between online and offline branding.	Analysing	Level 4	CO3
13.	Identify the components of online brands. Identify the benefits of online brand promotion.	Applying	Level 3	CO3

14.	Categorize the guidelines for online brand promotion. List the challenges in online branding.	Analysing	Level 4	CO3
15.	Illustrate on the role and avenues available for online brand promotion.	Applying	Level 3	CO3
16.	Classify the stages involved in building online brands.	Analysing	Level 4	CO3
17.	Identify the key factors for building brands online.	Applying	Level 3	CO3

UNIT – IV – BRAND EXTENSION

SYLLABUS: Brand Adoption Practices Different Type of Brand Extension Factors Influencing Decision for Extension Re-Branding and Re-Launching.

PART- A				
S.NO	QUESTIONS	COMPETENCE	BT LEVEL	CO Level
1.	What are the reasons for brand failure?	Remembering	Level 1	CO4
2.	Compare line extension and brand extension.	Understanding	Level 2	CO4
3.	Define Brand adoption.	Remembering	Level 1	CO4
4.	Interpret the major types of Brand Extension.	Understanding	Level 2	CO4
5.	Interpret the various Rebranding strategies.	Understanding	Level 2	CO4
6.	List the ways of relaunching brands.	Remembering	Level 1	CO4
7.	Interpret the meaning of Counter-Takeover Re-branding.	Understanding	Level 2	CO4
8.	List the advantages of brand extension.	Remembering	Level 1	CO4
9.	Interpret the meaning of brand re-launching.	Understanding	Level 2	CO4
10.	What do you think about product rebranding?	Remembering	Level 1	CO4
11.	List the various brand adoption practices.	Remembering	Level 1	CO4
12.	Interpret the importance of re-launch.	Understanding	Level 2	CO4
13.	What does Re-branding mean?	Remembering	Level 1	CO4
14.	Compare launching and re-launching.	Understanding	Level 2	CO4
15.	What is the meaning of outside category extension?	Remembering	Level 1	CO4
16.	Interpret your understanding of Relaunching.	Understanding	Level 2	CO4
17.	List a few examples of product Rebranding.	Remembering	Level 1	CO4

18.	Compare re-branding and re-launching.	Understanding	Level 2	CO4
19.	List the challenges faced in branding.	Remembering	Level 1	CO4
20.	Outline the characteristics of brand adoption.	Understanding	Level 2	CO4
21.	List the types of brand extensions.	Remembering	Level 1	CO4
22.	Interpret the factors influencing decisions for the extension of brands.	Understanding	Level 2	CO4
23.	List the various reasons for re-branding.	Remembering	Level 1	CO4
24.	Outline a few examples of products Re-launching.	Understanding	Level 2	CO4

PART- B				
S.NO	QUESTIONS	COMPETENCE	BT LEVEL	CO Level
1.	Identify the reasons for re-branding.	Applying	Level 3	CO4
2.	Classify the various factors that are influencing the decision for the Extension of brands.	Analysing	Level 4	CO4
3.	Identify the guidelines for the extension of brands. List the factors to be avoided while extending a brand.	Applying	Level 3	CO4
4.	Categorize the stages in brand adoption and explain the model.	Analysing	Level 4	CO4
5.	Appraise on the different types of brand extensions.	Analysing	Level 4	CO4
6.	Discuss the characteristics of brand adoption practices.	Analysing	Level 4	CO4
7.	Illustrate on the factors influencing the brand adoption process.	Applying	Level 3	CO4
8.	Outline the categories of adopters in brand adoption.	Analysing	Level 4	CO4
9.	Articulate the role of a brand ambassador and illustrate on the types of brand ambassadors	Applying	Level 3	CO4
10.	Outline the re-branding you have seen on the market. Is it success or failure? Why?	Analysing	Level 4	CO4
11.	Identify the advantages of brand extensions with examples.	Applying	Level 3	CO4
12.	Outline the reasons for re-launching.	Analysing	Level 4	CO4
13.	Identify the various advantages and disadvantages of brand extension.	Applying	Level 3	CO4

14.	Outline how brands can be re-launched.	Analysing	Level 4	CO4
15.	Illustrate the procedure to be followed for a re-launch.	Applying	Level 3	CO4
16.	Categorize the types of re-branding strategies.	Analysing	Level 4	CO4
17.	Describe the process of re-branding.	Applying	Level 3	CO4

UNIT – V – BRAND PERFORMANCE

SYLLABUS: Measuring Brand Performance Brand Equity Management Global Branding Strategies Brand Audit Brand Equity Measurement Brand Hierarchy Brand Leverage - Role of Brand Managers Corporate Branding - Challenges & Opportunities.

PART- A				
S.NO	QUESTIONS	COMPETENCE	BT LEVEL	CO Level
1.	Define brand equity.	Remembering	Level 1	CO5
2.	What is input-throughput-output model?	Understanding	Level 2	CO5
3.	List the drivers of brand equity.	Remembering	Level 1	CO5
4.	What do you think about brand performance?	Understanding	Level 2	CO5
5.	Can you assess the opportunities for brand managers in the global market?	Understanding	Level 2	CO5
6.	List the necessity of brand awareness.	Remembering	Level 1	CO5
7.	Compare brand revitalization and symbolic brand.	Understanding	Level 2	CO5
8.	List three challenges that brand managers face in the current market environment.	Remembering	Level 1	CO5
9.	Identify the need for a brand manager.	Understanding	Level 2	CO5
10.	What do you think about Brand Hierarchy?	Remembering	Level 1	CO5
11.	List your views on the brand value chain.	Remembering	Level 1	CO5
12.	List the global branding strategies.	Understanding	Level 2	CO5
13.	List any four roles of a brand manager.	Remembering	Level 1	CO5
14.	Explain brand leverage.	Understanding	Level 2	CO5
15.	Recall your understanding on brand audit.	Remembering	Level 1	CO5
16.	How would you measure brand performance?	Understanding	Level 2	CO5
17.	What is Corporate Branding?	Remembering	Level 1	CO5

18.	List the drivers of brand equity.	Understanding	Level 2	CO5
19.	List the measuring sources of brand equity.	Remembering	Level 1	CO5
20.	Interpret the benefits of Brand Audit.	Understanding	Level 2	CO5
21.	List the factors measuring brand performance.	Remembering	Level 1	CO5
22.	Interpret the skills of a successful brand manager.	Understanding	Level 2	CO5
23.	List the importance of brand tracking.	Remembering	Level 1	CO5
24.	Outline the importance of ZMET.	Understanding	Level 2	CO5

PART- B				
S.NO	QUESTIONS	COMPETENCE	BT LEVEL	CO Level
1.	Articulate on the qualitative measures for measuring the sources of brand equity.	Applying	Level 3	CO5
2.	Categorize the quantitative measures for measuring the sources of brand equity.	Analysing	Level 4	CO5
3.	Describe Aaker's Model of Brand Equity.	Applying	Level 3	CO5
4.	Categorize the Keller's Model of brand equity in detail.	Analysing	Level 4	CO5
5.	Analyse on the sources and drivers of brand equity.	Analysing	Level 4	CO5
6.	List the process of establishing a brand equity management system in detail.	Analysing	Level 4	CO5
7.	Apply the concept of brand value chain and discuss on how it leads towards increased shareholder value.	Applying	Level 3	CO5
8.	Devise a detailed plan to establish the process of conducting brand audits.	Analysing	Level 4	CO5
9.	Illustrate on the process and importance of brand leveraging.	Applying	Level 3	CO5
10.	Appraise on the role of brand managers.	Analysing	Level 4	CO5
11.	Describe the skills of a successful brand manager.	Applying	Level 3	CO5
12.	List the branding challenges and opportunities faced by a brand manager in sustaining brands and leading to successful brand management.	Analysing	Level 4	CO5
13.	Identify the characteristics required for a successful brand manager.	Applying	Level 3	CO5

14.	Categorize the value stages of the brand value chain in detail.	Analysing	Level 4	CO5
15.	Explain in detail the need and levels in brand architecture.	Analysing	Level 4	CO5
16.	Classify the methods of measuring outcomes of brand equity.	Analysing	Level 4	CO5
17.	Identify the factors measuring brand performance.	Applying	Level 3	CO5