

TB174675C

Reg.No: .....

Name: .....

**BMS DEGREE (C.B.C.S.S) EXAMINATION, MARCH 2019**  
**(2017 Admissions Regular, 2016 Admissions Improvement/Supplementary & 2015**  
**Admissions Supplementary)**

**SEMESTER IV - CORE COURSE (INTERNATIONAL BUSINESS)**  
**CO4B10TB - INTRODUCTION TO BUSINESS AND BRANDS**

**Time: Three Hours**

**Maximum Marks: 80**

**PART A**

**I Answer all questions. Each question carries 1 mark**

1. Define brand
2. What are the components of visual brand identity?
3. What is green marketing?
4. Define brand equity
5. What do you understand by an iconic brand?
6. Name any two new media

**(6x1=6)**

**PART B**

**II Answer any seven questions. Each question carries 2 marks**

7. Discuss any two challenges to branding
8. Differentiate between positioning and repositioning
9. What is point of difference?
10. What is service marketing?
11. Differentiate between corporate identity and brand identity
12. What is push marketing? Give example
13. What roles do brands play in the brand portfolio?
14. What are sub brands? Give an example
15. What is brand revitalization?
16. How are blogs used in branding?

**(7x2=14)**

**PART C**

**III Answer any five questions. Each question carries 6 marks**

17. Discuss the need for branding from the customer perspective.
18. What is brand foundation? Discuss the components of brand foundation
19. A customer seeks some value from the brands. While choosing a brand, what considerations does the customer have?
20. Discuss the different customer brand relationships with examples
21. Discuss the effect of colours on brands

22. Elaborate on the different aspects of brand portfolio explaining the different roles played by different brands
23. Discuss how technology has influenced the brand management process
24. Discuss the need for a strong brand identity

**(5x6=30)**

#### **PART D**

#### **IV Answer any two questions. Each question carries 15 marks**

25. What is brand equity? Discuss the sources of brand equity using an example
26. Identify any one brand and trace its brand identity prism explaining each element in detail.
27. What is brand extension? Discuss the different types with examples, stating advantages and disadvantages
28. Discuss the different new media used in branding

**(2x15=30)**