



UG – 368

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VI Semester B.B.A. Examination, September/October 2022
(CBCS) (F+R) (2016 – 17 and Onwards)
BUSINESS ADMINISTRATION

Paper – MK 6.5 : Elective Paper – III : Brand Management

Time : 3 Hours

Max. Marks : 70

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

SECTION – A

1. Answer **any five** sub questions. **Each** sub question carries **2** marks. **(5×2=10)**
- Define international marketing.
 - What are convenience goods ?
 - What is penetration strategy ?
 - Give the meaning of market positioning.
 - What is exponential smoothing ?
 - What is line branding ?
 - Give the meaning of brand rejuvenation.



SECTION – B

- Answer **any three** questions, carrying **six** marks **each**. **(3×6=18)**
- Discuss the characteristics of consumer behaviour.
 - Explain the reasons for new product failure.
 - What are the advantages of brand positioning ?
 - Explain the various approaches of international marketing.
 - Differentiate between retailer and distributor.

SECTION – C

- Answer **any three** of the following. **Each** question carries **14** marks. **(3×14=42)**
- Explain the different sales forecasting techniques.
 - Explain the various stages in product life cycle.
 - What is product differentiation ? Explain the elements of product differentiation.
 - Explain the principles of brand identity.
 - Explain the target market selection process.
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