



QUESTION BANK

BRAND MANAGEMENT

PART A – 50 Questions (1 Marks Each)

Unit I

1. Define a brand.
2. What is branding?
3. Mention any two importance of brands.
4. What is brand equity?
5. Define brand identity.
6. What is brand image?
7. What are brand elements?
8. What is Keplar Brand Identity Model?
9. State any two differences between a brand and a product.
10. What is brand personality?
11. What is brand DNA?
12. What is Point of Purchase (POP)?
13. What is Point of Distribution (PO Distribution)?
14. What is brand promise?
15. Define brand codes.



Unit II

16. What is brand positioning?
17. Write two risks in brand positioning.
18. Define points of parity.
19. Define points of difference.
20. What is competitive advantage?
21. What is the role of social media in branding?
22. What is strategic branding?
23. What is long-term brand management?
24. What is a brand building programme?
25. What is consumer-based brand building?

Unit III

26. What is brand association?
27. Define brand loyalty.
28. What is a brand audit?
29. What are functional brands?
30. What are symbolic brands?
31. What are experiential brands?
32. Define brand prism.
33. What is brand image dimension?



34. What is a cult brand?

35. What is brand identity prism?

Unit IV

36. What is brand valuation?

37. Mention any two methods of brand valuation.

38. What is brand extension?

39. Define brand licensing.

40. What is co-branding?

41. What is brand architecture?

42. Define brand portfolio.

43. What is umbrella branding?

44. What is ingredient branding?

45. What is flanker brand?

Unit V

46. What is global branding?

47. Define brand revitalization.

48. What is brand rejuvenation?

49. What is online branding?

50. What is Indianisation of foreign brands?



PART B – 50 Questions (5 Marks Each)

Unit I

1. Explain the importance of brands to customers and marketers.
2. Discuss the challenges and opportunities in branding.
3. Explain the components of brand identity.
4. Describe the difference between brand identity and brand image.
5. Explain the elements of a strong brand.

Unit II

6. Explain the steps involved in brand positioning.
7. What are the risks involved in brand positioning?
8. Explain points of parity and points of difference with examples.
9. Discuss the role of social media in building brands.
10. Explain how brands create competitive advantage.

Unit III

11. Explain the different dimensions of brand image.
12. Discuss the concept of brand identity prism.
13. What is brand loyalty? Explain its levels.
14. Explain functional, symbolic, and experiential brands.
15. Describe the steps in managing brand image.



Unit IV

16. Explain any two brand valuation methods.
17. Discuss the advantages and disadvantages of brand extension.
18. Explain co-branding with examples.
19. Explain brand licensing and its importance.
20. Discuss brand architecture and its types.

Unit V

21. What are the challenges in global branding?
22. Explain the process of brand revitalization.
23. Discuss branding for industrial products.
24. Explain strategies for online brand building.
25. Discuss Indianisation of foreign brands with examples.
26. Explain brand personality with examples.
27. Discuss the concept of brand promise.
28. Explain brand DNA and its relevance.
29. What is brand audit? Explain its objectives.
30. Discuss benefits of co-branding.
31. Explain brand portfolio management.
32. What are cult brands? Give examples.
33. Explain the role of packaging in brand identity.



34. Discuss steps in sustaining brands long term.
35. Explain global brand strategies.
36. Explain challenges in brand transfer and name change.
37. Explain brand kernel and its components.
38. Discuss characteristics of successful brand elements.
39. Explain private branding (store brands).
40. Discuss emotional branding.
41. Explain industrial branding challenges.
42. Explain retailer branding strategies.
43. Discuss steps in brand building programmes.
44. Explain the role of customer experience in brand image.
45. Explain cross-cultural issues in global branding.
46. What is co-branding? Explain any two forms.
47. Explain the concept of brand codes.
48. Explain the importance of Points of Purchase.
49. Explain how brand equity is measured.
50. Discuss the strategic importance of brand valuation.



PART C – 30 Questions (10 Marks Each)

Unit I

1. Discuss the concept of brand equity in detail. Explain the major brand equity models.
2. Explain the Keplar Brand Identity Model with a neat diagram.
3. Compare and contrast brands and products with suitable examples.
4. Explain constituents of a brand: identity, image, personality, DNA, kernel, codes, and promises.

Unit II

5. Elaborate the process of brand positioning with suitable examples.
6. Explain in detail Points of Parity and Points of Difference with cases.
7. Discuss how social media plays a transformational role in brand building.
8. Explain long-term brand management strategies.

Unit III

9. Describe the brand identity prism in detail with examples.
10. Discuss types of brands: functional, symbolic, experiential.
11. Explain brand audits and their importance in brand management.
12. Discuss the concept of cult branding with real-world examples.



Unit IV

13. Elaborate on brand valuation methods and their implications for buying and selling brands.
14. Explain co-branding, brand licensing, and brand extension with examples.
15. Discuss brand architecture and portfolio management with diagrams.

Unit V

16. Explain strategies for global branding with examples.
17. Discuss steps in brand revitalisation and rejuvenation with cases.
18. Explain branding of industrial products, services, and retailers.
19. Describe strategies for building brands online.
20. Discuss the Indianisation of foreign brands and globalisation of Indian brands.
21. Explain challenges in managing brands across boundaries.
22. Discuss handling name changes and brand transfers.
23. Explain brand building for e-commerce brands.
24. Elaborate on modern branding trends in the digital era.
25. Explain the role of customer experience management in branding.
26. Discuss the concept of brand loyalty and its impact on brand equity.
27. Explain how companies sustain brands during competition and market changes.
28. Discuss the role of storytelling in branding.
29. Explain the relationship between brand image and consumer behaviour.



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30. Elaborate on branding strategies for startups and new ventures.