



*EASWARI ENGINEERING COLLEGE*  
*DEPARTMENT OF MANAGEMENT STUDIES*



**BA 7011 – BRAND MANAGEMENT**

**Question Bank**

**PART –A**

1. What is brand management?
2. Define Brand.
3. Define the following terms
  - a) Brand identity
  - b) Brand building
  - c) Brand equity
  - d) Brand image
  - e) Brand power
  - f) Brand awareness
  - g) Brand loyalty
  - h) Brand association
  - i) Brand profile
4. What is Co-Branding?
5. Write some advantages and disadvantages of Brand.
6. List some examples of top domestic and global brand products
7. Write few points on challenges of Brand Management.
8. What is brand strategy?
9. Define brand positioning.
10. Define brand value.
11. Explain brand vision.
12. List top 10 foreign brands
13. What is Global Brand?
14. What is brand image and give an example?

15. List some online promotion methods.
16. What is brand promotion?
17. Give some brand promotion methods.
18. Mention the pre requisites for brand image.
19. What is Re-branding?
20. List out few brand extensions.
21. Define brand extension.
22. Advantages of brand extensions
23. Explain brand Re-launching.
24. Define brand leverage.
25. Define brand Audit
26. State about the brand Hierarchy
27. Explain brand identity
28. Define Brand? Write about the branding levels
29. Illustrate the brand decision making process
30. Write about Brand Personality
31. Write about the creation of Brand
32. State in detail how can be the Brands managed
33. Define brand loyalty and write about the loyalty levels of the customer with respect to brands
34. Discuss in detail the relationship between brand and product
35. Explain in detail the branding concept in marketing
36. Explain the characteristics of a good brand name with illustrations.
37. Explain the different types of branding strategies with suitable examples.  
Service product ; Consumer product; Industrial Product
38. Explain the brand positioning strategies with suitable examples.
39. What are the differences among a local, a national, an international and a global brand?
40. How can buyer attitudes about a brand's country of origin affect the buying decision?
41. Discuss the strategies used for online brand promotions.

42. Discuss the advantages and disadvantages of celebrity endorsement for a brand use an example.
43. What is Brand Management? What are your favourite brands and why?
44. Suggest measures to retain brand loyalty and customer loyalty.
45. Identify a fading brand. What suggestions can you offer to revitalize its brand equity?  
Apply the different approaches and which strategies would seem to work best.
46. What are the advantages of branding?
47. Define co-branding.
48. What is brand positioning?
49. What is brand equity?
50. Distinguish between a branded product and a commodity.
51. What is USP?
52. Are brand name and trade mark synonyms?
53. Give any four examples for numerical branding.
54. How brand image can be increased for a service brand?
55. Write short note on brand audit.
56. Define brand extension.
57. (a) Comment upon the significance of branding for consumer products in today's competitive marketing environment.  
(b) For a new brand of shaving cream to be introduced by your company, explain the brand name selection process that can be followed.
58. People prefer to purchase brand in place of product. Justify your answer with suitable examples.
59. Explain the concept of Commodities Vs Brands
60. Write short notes :
  - (a) Product Life Cycle
  - (b) Brand Recall
61. Discuss the positioning of brands and perspectives of brand positions
62. Describe in detail the brand image

63. Define Brand Equity and write about the methods of measuring Brand Equity
64. "Brand is the most enduring asset of Organization." Elaborate this statement with reference to 'Brand Equity'.
65. "Branding adds to the cost of an item." Explain
66. Discuss various methods to measure Brand Equity.
67. Explain the various issues involved in managing brand equity.
68. "Brand loyalty is an asset." Discuss
69. What do you mean by brand image and personality?
70. How is Brand image and Brand personality interrelated?
71. How can you build a brand's image? Discuss with suitable examples.
72. What are the various criteria for choosing Brand Elements?
73. What are the different brand elements?
74. What things should be kept in mind while selecting brand name?
75. Highlight the importance of following elements in building a Brand:
- Brand symbol
  - Brand Logo
  - Packaging
  - Slogans
76. Discuss in detail the concept of brand extensions.
77. Explain the concept and process of Brand building?
78. Differentiate the following brands:
- i. Idea V/s Vodafone
  - ii. Colgate V/s Close up
79. What are the desirable qualities of Brand Name ? Elaborate with suitable examples.
80. Discuss Brand Building Process for the following Brands :
- i. Ideal Cellular
  - ii. ITC
  - iii. Airtel

iv. Tata Salt

81. 'Co-branding includes strategic alliance.' Is it true ? Discuss various types of Co-branding in detail.
82. Write short notes :
- a. Online Branding
  - b. Ingredient Branding
83. What kind of role does consumer play in building a brand? Substantiate your answer with illustration.
84. What are the reasons for brand extension?
85. Discuss the bases for brand extension with suitable examples.
86. Discuss the advantages and disadvantages of Brand Extension.
87. What are the types of Brand extension?
88. Write short notes on:
- i) Celebrity Endorsement
  - ii) Fear appeal
  - iii) Humor appeal
89. Discuss the factors that make companies pursue product line extension.
90. Discuss Brand Building Process for the following Brands :
- Symphony Water Cooler
  - Tata Salt
91. A leading consumer durable company wants to extend its brand in the packaged food business. Analyze success of the Brand.
92. What is brand differentiation? What are various differentiation strategies?
93. Discuss Brand Valuation in detail.
94. What are the various pros and cons of Brand Extension? Discuss with eg's.
95. What is Cobranding? What are its types? Explain with examples.
96. Write a note on Ingredient Branding. How successful is this strategy in your opinion?
97. What are the various problems associated with Celebrity endorsement?
98. Discuss the Brand extensions of following Brands in terms of their success or failure in

the market and reasons for the same. Also highlight the type of the extension.

- Maggi
- Park avenue
- Nike

99. What do you understand by Positioning? What are the key considerations while designing positioning strategy for a product? Discuss the alternative bases for positioning that you can apply for:

- A toothpaste
- Cornflakes

### **PART-B**

1. List some functions of brand.
2. Explain different types of brands with example.
3. Brief about store brands & its types in detail with an examples.
4. List the significance of brands
5. Write down the steps involved in building brand loyalty.
6. Write few advantages and disadvantages on CO-branding.
7. Draw and explain the steps in strategy brand management process in detail.
8. Mention the steps involved in building strong brand.
9. Explain in detail about brand elements.
10. How branding is done for global markets?
11. Mention few brand strategies.
12. Explain the brands competing with foreign brands.
13. What are the guidelines for brand positioning? How do you define and establish brand values?
14. Write short notes on brand image building.
15. Mention few brand loyalty programmes.
16. Write about the tools used to measure the brand loyalty.
17. Brief about the role of Brand ambassadors.
18. Explain the various online brand promotions.

19. Give example of each product along with the celebrities involved in promoting the product.
20. Explain in detail about different brand extensions with an example.
21. Mention the factors influencing decision for extension.
22. How do customers evaluate the brand extensions?
23. Explain the different types of products undergone rebranding and re-launching.
24. Write in detail about brand equity management
25. Explain in detail about global branding strategies
26. Write about the role of brand managers.
27. Explain some challenges and opportunities of branding.
28. Brief about Brand equity measurement.
29. What is customer based brand equity model?
30. Discuss the Strategic Brand Management Process.
31. Pick a category basically dominated by two main Brands. Evaluate the positioning of each brand. Who are their target markets? Have they defined their positioning correctly? How might it be improved?
32. What are the characteristics that a good brand name should possess? Based on these characteristics develop a brand name for packaged fruit juice containing mixed fruit and tomato juice.
33. Company X has a dominant share in the Indian sauce market and also owns a successful brand in the category. Research showed the company that there was a need for a sauce with a unique taste which could be taken with Indian as well as western snack foods. The company introduced 'Tom Imli', a tomato sauce with tamarind and tangy spices. The product is targeted at children in the age group of 8-14 years.
  - i) In this situation, what are the products which you think would compete with this new product?
  - ii) Suggest a suitable positioning basis for this new product.
  - iii) Give your comment on the name 'Tom Imli'. If you were asked to suggest an alternate brand name, what would you suggest and why?

- iv) Discuss the importance of packaging for above product.
34. Explain the concept and Process of brand building.
  35. Explain the concept of product architecture and its implication for product design, taking suitable examples.
  36. Managing a brand involves Management of Brand Identity, Personality and other related factors.
  37. . 'Products increase customer choice, brands simplify it.'" Elaborate this statement in context to 'Brand Positioning'.
  38. Discuss need for Brand Repositioning. Elaborate various ways in which repositioning can be done.
  39. "Rebranding is aimed at giving new identity to Brand." Analyse this statement with suitable examples.
  40. What is Revitalization and explain various methods implemented in revitalizing brands
  41. Pick up a brand of your choice and characterize its Brand portfolio and Brand Hierarchy. Also suggest some ways to improve company's branding strategies?
  42. Explain the concept and significance of Brand architecture with examples.
  43. Identify a fading Brand. What suggestions can you offer to revitalize its brand equity?
  44. Explain the following strategies:
    - Brand Revitalization
    - Reinforcing the Brands
    - Adjusting the Brand portfolio
  45. Does Brand repositioning always works? Comment.
  46. Explain the different types of brand extension strategies used by brand managers.
  47. Identify five established global brands. Explain the reasons for the global success of the brands you choose.
  48. Explain the different methods used to calculate brand equity.
  49. Discuss the role of brand managers in a FMCG company of your choice.
  50. Discuss the factors which contribute to the success and failure of Brand in market place by picking one example each of FMCG and Consumer electronics.



51. A brand is much more than a product. Explain.
52. Most of the foreign brands introduced in India have failed. Briefly discuss possible reasons.
53. Celebrity endorsement is a guarantee of success. Comment
54. Comment on 'Aamir Khan' as a celebrity endorsing for 'Incredible India'. How has he managed to create an image for the nation?
55. Why brand positioning & brand building is necessary? Illustrate your answer with suitable example.
56. A leading firm in the 'Fast Moving Consumer Goods' sector found through researchers that there is vast potential in the branded flour (atta) market that could be tapped. On the basis of this company decides to enter the market.
57. Discuss the process of designing the positioning strategy for the product.
58. Explain different methods of measuring Brand Equity in detail.
59. Explain the role of communication strategy in Brand personality.
60. With the help of a Brand's example employ projective techniques to attempt to identify sources of its Brand equity. Which measures work best and why?
61. Explain in detail various Qualitative Techniques to measure Brand equity. Highlight pros and cons of each. Which is the most suitable technique and why?
62. Explain in detail various Quantitative Techniques to measure Brand equity. Highlight pros and cons of each. Which is the most suitable technique and why?
63. As a brand manager of a leading holiday resort firm with all India operations, what brand name you would suggest for honeymoon package targeted for newly married urban couples.
64. What things should be kept in mind by a company while planning a Brand Extension
65. What are the various challenges and opportunities faced nowadays while Building Brands?
66. Discuss the factors which pursue a company to take Brand extension.
67. The Boeing Company makes a number of different types of aircraft for the commercial

airline industry, for example, the 727, 747, 757, 767, 777, and now the 787 jet models. Is there any way for Boeing to adopt an Ingredient Branding strategy with jets? How? What would be the Pros and Cons?

68. Are there some Indian Brands which have a global image and are they successful in using their image effectively