



UNIVERSITY OF RUHUNA

FACULTY OF MANAGEMENT AND FINANCE

Bachelor of Business Administration Degree Programme 3000 Level

Second Semester End Examination (April 2021)

Academic Year 2019/2020

MKT 32503 – Brand Management

Duration: Three hours

The question paper contains six (06) questions.

Answer only five (05) questions.

**Question 01**

- I. What is a brand? Define. (02 Marks)
- II. Managing brands has become a challenging task. Discuss. (06 Marks)
- III. Discuss the importance of branding from the customers' perspective. (06 Marks)

**[Total 14 Marks]**

**Question 02**

- I. What is 'customer-based brand equity'? Define. (02 Marks)
- II. What is brand knowledge? Explain the components of brand knowledge. (06 Marks)
- III. Discuss any four (04) advantages of building 'customer-based brand equity'. (06 Marks)

**[Total 14 Marks]**

**Question 03**

- I. What is 'positioning' in brand management. Briefly explain. (03 Marks)
- II. What is a 'brand mantra'? Briefly explain the role of a brand mantra. (05 Marks)
- III. Explain the differences between 'Points of Parity' (PoP) and 'Points of Difference' (PoD) with an example. (06 Marks)

**[Total 14 Marks]**

**Question 04**

- I. Briefly explain 'breadth' and 'depth' of brand awareness. (05 Marks)
- II. Identify the elements of the 'brand resonance model' and briefly explain each element. (09 Marks)

**[Total 14 Marks]**

**Question 05**

- I. List four (04) problems faced by a brand, relevant to celebrity endorsement. (04 Marks)
- II. Briefly explain any two (02) criteria that should be considered when selecting external entities to leverage the secondary brand associations. (04 Marks)
- III. Discuss the advantages and disadvantages of 'co-branding'. (06 Marks)

**[Total 14 Marks]**

**Question 06**

- I. Discuss the four (04) sources of growth presented by the Ansoff's product/market expansion grid. (08 Marks)
- II. Discuss how brand extensions facilitate new product acceptance. (06 Marks)

**[Total 14 Marks]**

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