

# Question Bank for Brand Management – 23BBET728

---

## 2 Marks Questions

1. Define the term 'brand'.
2. What is the difference between a product and a brand?
3. List any two types of brands with examples.
4. State two elements of a successful brand.
5. What is the role of branding in customer perception?
6. Define brand equity.
7. What is Keller's Brand Equity Model?
8. Mention any two ways to measure brand equity.
9. What is meant by brand positioning?
10. State two traits of a strong value proposition.
11. What is co-branding? Give one example.
12. Define brand extension.
13. Mention one advantage of multi-branding.
14. What is meant by ingredient branding?
15. What is a brand portfolio?
16. What is Integrated Marketing Communication (IMC)?
17. List two tools for digital brand monitoring.
18. Define brand audit.
19. What is the role of advertising in branding?
20. State one advantage of PR in brand building.
21. Define sustainable branding.
22. What is brand activism?
23. Mention two AI tools used in branding.
24. What is personal branding?
25. State one branding challenge faced by startups.

## 16 Marks Questions

1. **Scenario:** A local textile business wants to expand and build a strong brand identity. As a brand consultant, outline the steps you would suggest to transform their product into a recognizable brand.
2. **Scenario:** Imagine a new electric scooter startup entering a competitive market dominated by big brands like Ather and Ola. How would you help them differentiate and establish their brand presence?
3. **Scenario:** A multinational brand is facing backlash due to a product defect. Analyze how branding principles can help rebuild customer trust and reposition the brand.
4. **Scenario:** A startup has great products but no awareness among customers. How would you create a branding plan to increase visibility and engagement in the market?
5. **Scenario:** Patanjali used national identity to grow as a brand. Evaluate how cultural relevance and emotional branding contributed to its success.
6. **Scenario:** An FMCG brand wants to understand how consumers perceive its value. Develop a brand equity measurement framework using both qualitative and quantitative methods.
7. **Scenario:** A chocolate brand, currently positioned as affordable, wants to reposition itself as premium. Create a strategic positioning plan for this shift.

8. **Scenario:** Two mobile brands offer similar features but only one has strong customer loyalty. Examine how brand equity impacts consumer preference.
9. **Scenario:** A new health drink brand needs a strong value proposition. How will you define and communicate this value to create competitive advantage?
10. **Scenario:** An existing brand is considering launching a sub-brand targeted at Gen Z. How can brand equity be leveraged in this launch?
11. **Scenario:** A luxury watch brand wants to collaborate with a tech company to launch a smart wearable. What co-branding strategies should be adopted to maintain the luxury image?
12. **Scenario:** A successful biscuit brand is planning to extend into snacks and drinks. Design a brand extension strategy that ensures brand coherence.
13. **Scenario:** A brand has too many similar products leading to internal competition. How should it reorganize its brand portfolio?
14. **Scenario:** A regional beauty brand wants to go global. Suggest brand architecture and strategy adjustments for global markets.
15. **Scenario:** Analyze how Intel's 'Intel Inside' branding contributed to success as an ingredient brand. What lessons can emerging brands learn from this approach?
16. **Scenario:** A brand wants to launch a new product and maximize its digital visibility. Design an IMC plan covering both online and offline channels.
17. **Scenario:** A brand faces a social media crisis due to a viral complaint. How would you handle this crisis using PR and brand communication principles?
18. **Scenario:** A new smartphone brand is entering a market with strong players. How can it use social media to build engagement and loyalty from scratch?
19. **Scenario:** Your company is unsure if its brand communication is effective. Design a brand audit plan to assess branding performance.
20. **Scenario:** A brand that has high awareness but low loyalty wants to improve retention. Recommend brand engagement strategies and communication adjustments.
21. **Scenario:** A fast-fashion brand wants to shift toward sustainability. Create a branding plan that reflects eco-conscious values without losing customers.
22. **Scenario:** A personal influencer wants to build a professional brand for leadership coaching. How can they use digital platforms to establish credibility?
23. **Scenario:** A traditional brand wants to integrate AI and big data into its branding efforts. Suggest how this can improve targeting and personalization.
24. **Scenario:** A startup with limited funds wants to create brand awareness in a competitive market. Propose a digital-first branding strategy.
25. **Scenario:** A luxury brand wants to explore the Metaverse and NFTs to connect with Gen Z. Recommend a futuristic brand engagement strategy.