



MBA DEGREE EXAMINATIONS: NOV /DEC 2024

(Regulation 2021)

Third Semester

MASTER OF BUSINESS ADMINISTRATION

P21MBE0139: Brand Management

COURSE OUTCOMES

- CO1 Summarize the concepts of Brand management from marketing perspective
- CO2 Display ability to interpret the health of brand by evaluating brand audit report.
- CO3 Adapt sustainable practices in building the Brands for long-term success.

Time: Two Hours

Maximum Marks: 50

PART A (1Q x 10M = 10 Marks)

Answer all the questions

Answer should not exceed more than 3 pages

- 1 Amazon is an American multinational technology company focusing on e-commerce, cloud computing, online advertising, digital streaming, and artificial intelligence. Amazon was founded by Jeff Bezos from his garage in Bellevue, Washington on July 5, 1994. Initially as an online marketplace for books, Amazon has expanded into a multitude of product categories, a strategy that has earned it the moniker “The Everything Store”. Amazon also distributes a variety of downloadable and streaming content through its Amazon Prime Video, Amazon Music, Twitch, and Audible units. Amazon follows a scientific approach to build sustainable business for their employees, customers, communities and people that support their value chain. Reaching Net zero carbon emission across their operations, powering operations and shipments with 100% renewable energy are the list of few ESG goals where they work consciously to achieve progress. CO3 [K₆]
- a. Discuss how ESG (Environmental, Social, and Governance) initiatives contribute to strengthening Amazon's brand equity (5 Marks)
- b. Propose strategies for Amazon to advance its ESG objectives in the areas of operations, supply chain, packaging, and community impact. (5 Marks)

PART B (5Q x 2M = 10 Marks)

Answer all the questions

Answer should not exceed 5 lines

- 2 Summarize the role executed by the brand manager. CO1 [K₂]
- 3 What is brand audit? CO1 [K₁]

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| 4 | What is Brand reinforcement? | CO1 | [K ₁] |
| 5 | Outline the role of brand association in building the brand image. | CO1 | [K ₁] |
| 6 | What is Brand resonance? | CO1 | [K ₁] |

PART C (3Q x 10M = 30 Marks)

Answer all the questions

Answer should not exceed more than 2 pages

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| 7 | Assume that TVS Motor Company is interested in designing a short online tracking survey to understand the customer opinion about one of its leading brands “TVS APACHE”
Design a Brand tracking survey using the Brand dynamic model. | CO2 | [K ₆] |
| 8 | Discuss in detail various methods for assessing the brand value. | CO2 | [K ₆] |
| 9 | Discuss in detail the significance of adopting gamification in brand communication quoting examples in any field at your choice. | CO1 | [K ₆] |
