**SEMESTER ONE EXAMINATIONS, 2025-26**

ABERYSTWYTH BUSINESS SCHOOL

**AB27420: APPLIED BRAND MANAGEMENT**

**Time allowed: 2 hours**

**Please answer THREE from the FIVE questions below.**

This exam contributes **50%** of the overall module mark. All questions are worth equal marks.
Marks Available: **100**

Please answer **THREE** from the **FIVE** questions below.

Use examples to illustrate your answers.

1. Discuss the key elements influencing consumers' level of involvement and how to classify them. Give examples to describe your answer.

2. Critically evaluate using examples the three levels of Elliott's (1998) model of emotion-driven choice.

3. Based on Veblen's (1899) and Bourdieu's (1984) theories, discuss how brands can create social integration and differentiation.

4. What is brand equity, why is it important and how can it be measured?

5. What is a brand portfolio? How and why do brands choose to develop a brand portfolio?

This exam contributes **50%** of the overall module mark. All questions are worth equal marks.

Marks Available: **100**

**END OF PAPER**