

Vidya Vikas Mandal's

Shree Damodar College of Commerce and Economics, Margao-Goa

TY B.Com, Semester-VI, Repeat, Semester End Examination November, 2022

Subject Title: Brand Management

BM 8 (UCOD129)

Duration: 2hrs

Max Marks: 80

Instruction: 1. All questions are compulsory

2. Start each question on a fresh page

3. Figures to the right indicate maximum marks

01. Write answer in 10 to 12 lines: (Any 4) (16 Marks)
- a) Benefits of Global Branding.
 - b) Brand Adoption Practices
 - c) Factors affecting life-cycle of a Brand.
 - d) Significance of brands.
 - e) Benefits of Digital Branding
 - f) Evolution of Brands.
02. Write short notes: (Any 4) (16 Marks)
- a) Concept of Brand.
 - b) Co branding.
 - c) Brand Hierarchy.
 - d) Re-branding.
 - e) Service Branding
 - f) Concept of Brand equity.
03. A). Describe the Branding Challenges And Opportunities. (12 Marks)
- OR**
- B). Explain Characteristic of a Good Brand Name.
04. A) Describe the different types of rewards programs. (12 Marks)
- OR**
- B) Describe the Strategic Brand Management Process .
05. A) Explain the various brand promotion methods. (12 Marks)

OR

B) Describe the steps for Building Brand Image.

06. A) Explain the advantages of brand extensions.

(12 Marks)

OR

B) Describe various types of brand extension.