

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.