

**Vidya Vikas Mandal's**  
**Shree Damodar College of Commerce and Economics, Margao-Goa**  
**TY B.Com, Semester-VI(OC-66), Semester End Examination June 2022**  
**Business Management DSE-8**  
**Brand Management (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 answers in 10 to 12 lines: (Any 4) (16 Marks)
- a) Evolution of Brands.
  - b) Functions of Branding.
  - c) Brand Hierarchy
  - d) Role of Brand Ambassadors and Celebrities
  - e) Benefits of Global Branding.
  - f) Concept of Digital branding.
02. Write short notes: (Any 4) (16 Marks)
- a) Brand Transfer.
  - b) Sources of Brand Equity.
  - c) Store brand
  - d) Concept of Brand.
  - e) Re-launching of Brands.
  - f) Corporate Branding
03. A). Explain the different Types of Brands . (12 Marks)
- OR**
- B). Describe the Branding Challenges And Opportunities.
04. A) Describe the Strategic Brand Management Process. (12 Marks)
- OR**
- B) Explain the 10 Indian Companies which gives tough competition to foreign brands.
05. A) Describe the steps of Building Brand Image . (12 Marks)
- OR**
- B) There are different types of rewards programs.
06. A) Explain the important factors influencing decision for extension of brand. (12 Marks)
- OR**
- B) Describe the disadvantages of brand extensions.