

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.