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**T.Y.B.Com. Semester VI (CBCS) Ordinance  
EXAMINATION MAY 2023  
Business Management - Brand Management**

[Time: 2 Hours]

[Max. Marks:80]

- Instructions:**
- All questions are **compulsory**, however **internal choice** is available.
  - Answer sub-questions in Question 1 and Question 2 in not more than **100 words each**.
  - Answer questions from Questions 3 to 6 in not more than **400 words each**.
  - Figures to the **right** indicate **maximum** marks to the question.
  - Paper carries maximum of **80 marks**.

**Q1** Answer **any four** of the following: (4x4=16)

- What is 'branding'?
- Explain the term 'brand choice model'.
- Explain the term 'co-branding'.
- Explain the term 'brand repositioning'.
- Explain the term 'brand transfer'.
- What is 'Corporate branding'?

**Q2** Write short notes on **any four** of the following: (4x4=16)

- 'On-line brand promotions'.
- Role of celebrities in promoting brands.
- Any four types of Brand Extension.
- Concept of 'Customer based Brand Equity'.
- Ethics and brands.
- Role of brand managers.

**Q3** A) State and explain the different types of brands. 12

**OR**

B) Discuss the significance of 'Brands'. 12

**Q4** A) Elaborate on the following: (6x2=12)

- Brand positioning'.
- Digital branding.

**OR**

B) Elaborate on the following: (6x2=12)

- B2B branding.
- Brand hierarchy.

**Q5** A) State and explain the benefits of brand equity. 12

**OR**

B) State and explain the advantages of brand extension. 12

**Q6** A) Elaborate on 'Managing brand overtime.' 12

**OR**

B) Explain the briefly methods of 'Measuring outcomes of brand equity'. 12