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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