

SARASWAT VIDYALYA'S
SRIDORA CACULO COLLEGE OF COMMERCE & MANAGEMENT STUDIES
KHORLIM, MAPUSA – GOA

B.COM – SIXTH SEMESTER END EXAMINATION – JUNE 2022

(W.E.F 2019-20 CBCS)

SUBJECT: DSE 8 – BRAND MANAGEMENT

[Duration: Two Hours]

[Max. Marks: 80]

Instructions:

1. All Questions are **compulsory**, however internal choice is available
 2. Answer sub-questions in Question no. 1 and Question no. 2 in not more than **100 words each**.
 3. Answer Question No. 3 to Question no. 6 in not more than **400 words each**.
 4. Figures to the **right** indicate **maximum** marks allotted to the questions.
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Q1. Answer **any four** questions from the following: **(4X4 = 16)**

- a) Explain any two features of a good brand name.
- b) What do you understand by Co-Branding?
- c) Discuss Event Brands.
- d) Elaborate the process of Brand Building.
- e) Explain Brand Hierarchy giving examples.
- f) Elaborate the concept of B2B Branding.

Q2. Answer **any four** questions from the following: **(4X4 = 16)**

- a) Explain the concept of Brand Extension with an example..
- b) Explain any two Brand Promotion Methods.
- c) Discuss the types of Brand Equity.
- d) List out the disadvantages of Brand Extension. (Any Four)
- e) Discuss the Expectancy-Value Model.
- f) Write in brief about digital branding. (Branding with the use of internet)

Q3. a) What are the challenges and opportunities in branding that are faced by a brand manager? **(12)**

OR

b) What is the significance of brands to consumers and firms? **(12)**

Q4. a) Explain the Strategic Brand Management Process. (12)

OR

b) What is Global Branding? Explain the benefits of Global Branding. (12)

Q5. a) Explain the Customer Based Brand Equity Model (CBBE). (12)

OR

b) Explain the reasons why a Brand should go for Rebranding. (12)

Q6. a) Why is Brand Equity important? (12)

OR

b) Explain any six types of Brands giving examples for each. (12)

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