

**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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