

Total No. of Printed Pages:01

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

[Time: 2 Hours]**[Max. Marks:80]**

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

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

- a. What is 'branding'?
- b. Explain the term 'brand choice model'.
- c. Explain the term 'co-branding'.
- d. Explain the term 'brand repositioning'.
- e. Explain the term 'brand transfer'.
- f. What is 'Corporate branding'?

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

- a. 'On-line brand promotions'.
- b. Role of celebrities in promoting brands.
- c. Any four types of Brand Extension.
- d. Concept of 'Customer based Brand Equity'.
- e. Ethics and brands.
- f. 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)**

- i) Brand positioning'.
- ii) Digital branding.

OR

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

- i) B2B branding.
- ii) 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**