

Total No. of Printed Pages: 2

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

[Time: 2:00 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: (4×4=16)

- a. What is a "brand"?
- b. State and explain any **four** features of a good brand name.
- c. What are 'store brands'?
- d. Explain the term 'brand positioning'.
- e. What is 'brand hierarchy'?
- f. Explain the term 'brand transfer'.

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

- a. Re-branding
- b. Concept of 'Customer Based Brand Equity'
- c. Any four disadvantages of 'Brand Extensions'
- d. Brand Loyalty programmes
- e. Brand Audit
- f. Brand Equity Management System

Q3 A) State and explain the functions of a 'Brand'. 12

OR

B) Explain the six stages in 'Brand Evolution'. 12

Q4 A) Explain Strategic Brand Management Process. 12

OR

B) Write notes on- (6×2=12)

- i. B2B branding
- ii. Digital branding