

**TILAK MAHARASHTRA VIDYAPEETH, PUNE**  
**MASTER OF COMMERCE (M.COM.)**  
**EXAMINATION : MAY - 2022**  
**FORTH SEMESTER**  
**Sub: Brand Management (MCM-411)**

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**Date: 19/05/2022**

**Total marks: 100**

**Time: 10.00 am to 1.00 pm**

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**Instruction: All questions are compulsory.**

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**Q. 1. Answer the following questions. (Attempt any three) (30)**

1. Elaborate with the help of diagram the Kevin Keller's Brand Resonance Pyramid.
2. Discuss the role and tasks of a Brand Manager in building the Brand.
3. The Holistic Marketing Activities/ Programmes for building Brands involve implementation of following strategies.
  - a. Personalization,
  - b. Integration,
  - c. Internalization.Elaborate these strategies with the help of few examples.
4. Elaborate an effective Brand Manager's skills and personal qualities.
5. Discuss the advantages of strong brand to marketers and consumers.

**Q.2. Answer the following questions. (Attempt any three) (30)**

1. Explain the concept of 'Brand Image'.
2. Explain the important characteristics of a good brand name.
3. What do you mean by Brand Salience? Explain
4. Elaborate the concept of Brand Positioning along with few examples.
5. Explain in brief the merits and demerits of Brand Extension.

**Q.3. Write short notes. (Attempt any four) (20)**

1. Brand Loyalty
2. Key factors in Retail Branding
3. Factors contributing to Brand Equity
4. Characteristics of Good Brand Name
5. Service Brands
6. Co -Branding

**Q.4A. Answer in one Sentence (Any 5) (10)**

1. Define Brand Equity
2. Define Brand Salience

3. Define Brand Identity
4. Define Key factors in Retail Branding
5. Define Brand Image
6. Define Industrial Brands
7. Write one Characteristics of Good Brand Name

**Q4.B. Select the correct Alternatives (Attempt any Ten)**

**(10)**

1. Apple brand have following dimension of Personality.
 

a) Excitement	b) Ruggedness
c) Competence	d) Down to earth
2. The showroom ambience of Mercedes Benz dealer is excellent and is located in heart of the city. The secondary association element in this example is------.
 

a) Third Party Resources	b) Channels
c) COO	d) Company
3. -----proposition talks about the benefits that a brand offers to its customers.
 

a) Value	b) Price
c) Place	d) None
4. ----- can be referred to as a brand when a group of products possess the same brand name.
 

a) An international Brand	b) An umbrella brand
c) National Brand	d) Local Brand
5. ----- shows how consistent customers are in buying your brand, how long they have been buying and how long they may buy?
 

a) Brand Association	b) Brand Royalty
c) Brand loyalty	d) Brand Architecture
6. The 'WALMART 'comes under the category of -----brand.
 

a) Retail	b) Finance
c) Product	d) Industrial
7. HONDA is a leading automobile manufacturer from Japan. The secondary association element in this is ------.
 

a) Channels	b) Third Party Resources
c) Event	d) COO
8. Proctor and Gamble markets the brands like , Vicks, Tide, Ariel, Head and Shoulders etc. The company is adopting the strategy of -----
 

a) Individual Branding	b) Co -branding
c) Family Branding	d) Non -branding

9. Brand -----is characterized by strong connections between the consumer & the brand.
- a) Awareness
  - b) Identity
  - c) Resonance
  - d) None
10. The 'Shoppers Stop' comes under the category of -----brand.
- a) Retail
  - b) Finance
  - c) Product
  - d) Industrial
11. The art of creating and maintaining a brand is called Brand -----.
- a) Monitoring
  - b) Measurement
  - c) Management
  - d) Evaluation
12. Brand -----is the tendency of consumers to continuously purchase the same brand.
- a) Conformity
  - b) Loyalty
  - c) Selectivity
  - d) None of the above
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