R/E (60:40)
R-2016-17 till 2020-21
E-2016-17 till 2019-20

TILAK MAHARASHTRA VIDYAPEETH, PUNE

MASTER OF COMMERCE

EXAMINATION : MAY - 2022

FOURTH SEMESTER

Sub: Brand Management(MCM -411)

Date: 19/05/2022	**Marks: 60**	**Time: 10.00 am to12.30 pm**

Instructions: 1) All questions are compulsory.
2) Figures to the right indicate full marks.

Q.1 Answer the following questions. (Attempt any two) (32)

1. Elaborate the critical role of Brand Manager in establishing a Brand in Market.
2. Describe the Kevin Keller's Brand Resonance Pyramid with the help of neat diagram.
3. Discuss the advantages of strong brand to marketers and consumers.
4. Explain the following dimensions of Brand Personality determined by David Aaker with the help of suitable examples.
   a) Sincerity b) Excitement c) Competence d) Sophistication e) Ruggedness

Q.2 Answer the following. (Attempt any one) (08)

1. Discuss the key benefits of Label.
2. Explain the concept of 'Brand Image'.
3. Explain the important characteristics of a good Brand Name.

Q.3 Write short notes. (Attempt any two) (10)

1. Service Sector Brands
2. Retail Brands
3. Value Proposition of a Brand
4. Brand Loyalty

Q.4 Select the Correct Alternatives. (Attempt Any Ten) (10)

1. Tata Nano, a small car is sold at lowest price, hence its Brand positioning is as----------.
   a) Economical car b) Premium luxury car
   c) Sports Car d) Mega car
2. A customer is always buying Coca-Cola and never compromise with his choice then he is a ----------customer
   a) Brand Switcher b) Brand Loyal
   c) Brand Ignorant d) None
3. 'Wal-Mart ' is an example of ----------
   a) Industrial Brand b) Product Brand
   c) Retail Brand d) None of the above
4. Young and Rubicam have developed the ----------Valuator Model.
   a) Brand Equity b) Brand Asset
   c) Brand Market d) Brand Awareness

5. ----------reduce customer's perceived monetary, social, and safety risks in buying goods/services.

a) Weak Brands b) Strong Brands
c) Unknown brands d) New Brands

6. ----------talks about the benefits that a brand offers to its customers.

a) Brand Salience b) Brand Extension
c) Value Proposition d) None of the above

7. Big Bazaar is an example of ----------.

a) Retail Brand b) Industrial Brand
c) Product Brand d) Food Brand

8. A brand is a set of differentiating promises that link a brand to its ----------

a) Suppliers b) Customers
c) Transporters d) None

9. Hindustan Unilever markets the brands like Lux, Wheel, Surf, Rin etc. This is an example of ----------

a) Individual Branding b) Co -branding
c) Family Branding d) None of the above

10. ---------- means giving a name to the product in order to make it known and popular among the target customers.

a) Branding b) Packaging
c) Labeling d)None

11. "Brand Resonance Pyramid" is developed by ----------

a) Peter Drucker b) Philip Kotler
c) Kevin Keller d) C.K. Prahalad

12. The primary aim of branding is to create ----------.

a) Differentiation b) Confusion
c) Awareness d) Relation