R/E (60:40)
R-2016-17 till 2022-23
E-2016-17 till 2019-20

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MASTER OF COMMERCE EXAMINATION: DECEMBER - 2022

FOURTH SEMESTER

Sub: Brand Management(MCM -411)

| Date: 16/12/2022 | | | Marks: 60 | Time:2.00 pm to4.30 | pm |
|------------------|---|-------------------------|-----------------------------------|---------------------|-----|
| Instructions: | | 1) All questions are | compulsory. | | |
| | | 2) Figures to the rig | ht indicate full marks. | | |
| Q.1 | Answer th | e following question | s. (Attempt any two) | (| 32) |
| 1. | | | | | |
| 2. | | | | | |
| 3. | Discuss the benefits of popular strong brand to customers as well as marketers. | | | | |
| 4. | Discuss the | e special skills and pe | rsonal qualities of result orient | ed Brand Manager. | |
| Q.2 | Answer th | e following. (Attemp | ot any one) | (| 08) |
| 1. | What do you mean by Brand Architecture? Explain its different approaches in brief. | | | | |
| 2. | 1 | | | | |
| 3. | What do you mean by Unique Selling Proposition (USP) of the Brand? Explain with the help of suitable example. | | | | |
| Q.3 | Write sho | rt notes. (Attempt ar | ny two) | (| 10) |
| 1. | | | | | |
| 2. | Scope of B | randing | | | |
| 3. | Benefits of | F Brand Extension | | | |
| 4. | Brand Sali | ence | | | |
| Q.4 | Select the Correct Alternatives. (Attempt Any Ten) | | | 10) | |
| 1. | In the Holistic Marketing Activities/ Programmes for building Brands, the Personalization | | | | |
| 1. | | | with the | | |
| | a) Custom | | b) Advertizing A | gency | |
| | c) Employ | | d) None | | |
| 2. | Brand Pyramid is developed by Kevin Keller. | | | | |
| | a) Resonar | | b) Positioning | | |
| 2 | c) Salience | | d) Equity | | |
| 3. | 'Xerox' is an example of brand name. | | | | |
| | a) Nomina | I | b) General | | |
| 4 | c) Generic | . 1 1 . 0 | d) None | | |
| 4. | A customer is always buying Coca-Cola and never compromise with his choice then he is acustomer. | | | | |
| | a) Brand S | witcher | b) Brand Loyal | | |
| | c) Brand Ig | gnorant | d) None | | |

| 3. | "Apple iPhone is one of the most popular brand sold in many countries. "The Apple iPhone is an example of | | | | |
|-----|---|---|--|--|--|
| | a) National Brand | b) Knowledge | | | |
| | c) International Brand | d) None | | | |
| 6. | | imate relationship and level of identification that | | | |
| | the customer has with the brand. | | | | |
| | a) Brand Recognition | b) Brand Resonance | | | |
| | c) Brand Rectification | d) Brand Reassurance | | | |
| 7. | Which one of the following is NOT the dir | mension of the Brand Personality in the David | | | |
| | Aaker's model? | | | | |
| | a) Sophistication | b) Excitement | | | |
| | c) Competence | d) Downfall | | | |
| 8. | 8. 'Internalization' approach by an organization in order to build its brand mean | | | | |
| | a) Developing confidence within its | b) Making the brand Global | | | |
| | employees about the brand | | | | |
| | c) Launching the brand in the market | d) None | | | |
| 9. | Registered brand getsprotection. | | | | |
| | a) Informal | b) Normal | | | |
| | c) Legal | d) General | | | |
| 10. | In the Holistic Marketing Activities/ Progrestrategy of brand building deals with the | rammes for building Brands, the Personalization | | | |
| | a) Customers | b) Advertizing Agency | | | |
| | c) Employees | d) None | | | |
| 11. | 'Honda' is a leading Japanese brand in aut | omobile sector. Which one of the following is | | | |
| | the secondary association of Honda Brand? | | | | |
| | a) Event | b) Third Party Resource | | | |
| | c) Country of Origin | d) Channels | | | |
| 12. | 'Big Bazaar is an example of | | | | |
| | a) Retail Brand | b) Industrial Brand | | | |
| | c) Product Brand | d) Food Brand | | | |
| | | | | | |
| | | | | | |

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