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MASTER OF COMMERCE (M.COM.)
EXAMINATION : DECEMBER - 2022
FORTH SEMESTER
Sub: Brand Management (MCM-411)

Date: 16/12/2022

Total marks: 100

Time: 2.00 pm to 5.00 pm

Instruction: All questions are compulsory.

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

1. Elaborate the critical role of Brand Manager in establishing a brand in market.
2. Discuss the advantages of strong brand to marketers and consumers.
3. Elaborate the Y and R's (Young & Rubicam) Brand Asset Valuator Model.
4. What do you mean by Brand Personality? Elaborate the Brand Personality Model determined by David Aaker.
5. Elaborate the difference between Brand Identity and Brand Image.

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

1. Explain in brief the 'Brand Positioning Process.'
2. What do you mean by Secondary associations for the Brand? Explain with the help of Suitable examples.
3. Discuss the importance of 'Branding' in marketing.
4. What do you mean by Brand Positioning? Explain any two examples of Brand Positioning.
5. What do you mean by Brand Architecture? Explain different types of Brand Architectures.

Q3 Write short notes. (Attempt any four) (20)

1. Benefits of Labels
2. Brand Architecture
3. Brand extension : Merits and Demerits
4. Value Proposition of a Brand
5. Brand Resonance
6. Service Brands

Q4A. Answer in one Sentence (Any 5) (10)

1. Define Brand Vitality
2. Define Brand Stature
3. Write two Benefits of Band Extension.
4. Define Service Brands

5. Define Brand Equity
6. Write one Characteristics of Good Brand Name
7. Define Loyalty

Q4B. Select the correct Alternatives (Attempt any Ten)

(10)

1. -----is the example of other proprietary brand asset.

a) Product	b) Price
c) Trademark	d)Color
2. The additional money that consumers are willing to spend to buy Adidas shoes rather than any other economical local brand is an example of ----- .

a) Brand Personality	b) Brand Equity
c) Brand Relativity	d) Brand Positioning
3. The first stage of brand development is -----

a) Brand Salience	b) Brand Identity
c) Brand Hierarchy	d) Brand Equity
4. A -----is a name, design, symbol, that identifies a good or service as something different from competitors.

a) Product	b) Brand
c) Service	d)
5. -----is the structure of brands within an organizational entity.

a) Brand Architecture	b) Brand Positioning
c) Brand Equity	d) None of the above
6. -----talks about the benefits that a brand offers to its customers.

a) Value disposition	b) Value Preparation
c) Value Proposition	d) Value Creation
7. Brand -----is nothing but personification of Brand.

a) Personality	b) Loyalty
c) Salience	d) Performance
8. The additional money that consumers are willing to spend to buy Coca Cola rather than any other economical soft drink brand is an example of ----- .

a) Brand Personality	b) Brand Equity
c) Brand Relativity	d) Brand Positioning
9. Brand awareness includes both brand recognition as well as -----

a) Brand rejection	b) Brand recall
c) Brand position	d) Brand strength

10. 'Wal-Mart' is an example of -----
- a) Industrial Brand
 - b) Product Brand
 - c) Retail Brand
 - d) None of the above
11. Relationship Marketing approach in Holistic Marketing Programme is nothing but the -----
- a) Integration
 - b) Internalization
 - c) Personalization
 - d) Coordination
12. -----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
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