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MASTER OF COMMERCE (M.COM.)
EXAMINATION : MAY - 2023
FORTH SEMESTER
Sub: Brand Management (MCM-411)

Date: 24/05/2023

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. Discuss the benefits of popular strong brand to customers as well as marketers.
2. What do you mean by Brand Positioning? Explain the vital importance of effective brand positioning in marketing with the help of a few examples.
3. State the difference between Brand Image vs. Brand Identity.
4. Explain the Young and Rubicam (Y & R) Brand Asset Valuator Model.
5. Elaborate the characteristics of a good brand name by highlighting a few examples of popular brands in the market.

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

1. Discuss the factors contributing to Brand Equity.
2. What do you mean by Unique Selling Proposition (USP) of the Brand? Explain with the help of suitable example.
3. Explain in brief the secondary association elements of the brand.
4. Explain in brief the important skills and personal qualities of an effective Brand Manager.
5. What do you mean by Brand Architecture? Explain its different approaches in brief.

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

1. Scope of Branding
2. Retail Brands
3. Brand Loyalty
4. Benefits of Brand Extension.
5. Characteristics of good brand name
6. Benefits of Label

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

1. Write one Characteristic of Good Brand Name.
2. What are Industrial Brands?
3. Define Brand Image.
4. What is meant by Brand Management?

5. Define Brand Identity.
6. Define Brand Salience.
7. What are the Key factors in Retail Branding

Q4B. Select the correct Alternatives (Attempt any Ten)

(10)

1. Consumer's awareness of the brand and understanding of what it represents is nothing but the ----- of the brand.

a) Attachment	b) Knowledge
c) Loyalty	d) None
2. -----proposition talks about the benefits that a brand offers to its customers.

a)Variety	b) Variable
c) Value	d) Vertical
3. 'Coca-Cola' and 'McDonalds Pizza' are jointly promoting their brands is termed as---
-----,

a) Co-branding	b) Umbrella branding
c) Individual branding	d) None
4. The overall impression of the Brand in consumer's' mind is termed as -----

a) Brand Reflection	b) Brand Imitation
c) Brand Performance	d) Brand Image
5. 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
6. 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
7. 'Internalization' approach by an organization in order to build its brand means-----

a) Developing confidence within its employees about the brand	b) Making the brand Global
c) Launching the brand in the market	d) None
8. Registered brand gets -----protection.

a) Informal	b) Normal
c) Legal	d)General
9. "Brand Resonance Pyramid" is developed by -----

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

10. The outward expression of a brand – including its name, trademark, communications, and visual appearance is known as -----.
- a) Brand Conformity
 - b) Brand Identity
 - c) Brand Popularity
 - d) None
11. ----- refers to the nature of the ultimate relationship and level of identification that the customer has with the brand.
- a) Brand Recognition
 - b) Brand Resonance
 - c) Brand Rectification
 - d) Brand Reassurance
12. “Apple iPhone is one of the most popular brand sold in many countries. “The Apple iPhone is an example of -----.
- a) National Brand
 - b) Regional Brand
 - c) International Brand
 - d) Local Brand
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