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

Date: 14/12/2023

Total marks: 100

Time: 2.00pm to 5.00pm

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

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

1. What do you mean by Brand Positioning? Explain the vital importance of effective brand positioning in marketing with the help of a few examples.
2. Explain the difference between Brand Image vs. Brand Identity.
3. Discuss the special skills and personal qualities of result-oriented Brand Manager.
4. Explain the Young and Rubicam (Y & R) Brand Asset Valuator Model.

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

1. What do you mean by Brand Architecture? Explain its different approaches in brief.
2. What do you mean by Unique Selling Proposition (USP) of the Brand? Explain with the help of suitable example.
3. Discuss the factors contributing to Brand Equity.
4. Explain in brief the secondary association elements of the brand.
5. Explain the benefits of strong brand to marketer as well as consumers.

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

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

Q.4A. Answer in one Sentence (Attempt any five) (10)

1. State the definition of Brand Image.
2. What are the key factors in Retail Branding?
3. State any one characteristic of a good brand name.
4. Write the definition of Brand Identity.
5. Define Brand Salience.
6. What are Industrial Brands?
7. What is meant by Brand Management?

B. Select the correct Alternatives (Attempt any ten) (10)

1. "A strong brand should do what it promises". This statement determines the -----of the brand.
 - a) Selectivity
 - b) Reciprocity
 - c) Creativity
 - d) Credibility
2. ----- consumers are the foundation of an organization.
 - a) Brand Loyal
 - b) Brand Switcher
 - c) Non-Loyal
 - d) None
3. 'Big Bazaar is an example of -----'.
 - a) Retail Brand
 - b) Industrial Brand
 - c) Product Brand
 - d) Food Brand
4. ----- is an effort to give a unique identity to the company's products and create emotional associations with consumers.
 - a) Labeling
 - b) Branding
 - c) Extension
 - d) None
5. Brand -----Pyramid is developed by Kevin Keller.
 - a) Resonance
 - b) Positioning
 - c) Salience
 - d) Equity
6. ----- branding is a strategy in which every product a company sells has its own unique brand name.
 - a) Family
 - b) Joint
 - c) Individual
 - d) None
7. Brand -----means the number of customers exposed to the Brand.
 - a) Licensing
 - b) Awareness
 - c) Positioning
 - d) None
8. 'Honda' is a leading Japanese brand in automobile 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
9. 'Xerox' is an example of ----- brand name.
 - a) Nominal
 - b) General
 - c) Generic
 - d) None
10. A brand is a set of differentiating promises that link a brand to its ----- .
 - a) Suppliers
 - b) Customers
 - c) Transporters
 - d) None
11. In the Holistic Marketing Activities/ Programmes for building Brands, the Personalization strategy of brand building deals with the ----- .
 - a) Customers
 - b) Advertising Agency
 - c) Employees
 - d) None
12. Which one of the following is NOT the dimension of the Brand Personality in the David Aaker's model?
 - a) Sophistication
 - b) Excitement
 - c) Competence
 - d) Downfall