External (60:40) Batch (2016-17 till 2021-22 & 23-24) Regular (60:40) Batch (2016-17 till 2023-24)

## TILAK MAHARASHTRA VIDYAPEETH, PUNE MASTER OF COMMERCE (M.COM) EXAMINATION: DECEMBER - 2023 FOURTH SEMESTER

Sub: Brand Management (MCM-411)

Date: 1	4/12/2023	Total marks: 60	Time: 2.00 pm to 4.30 pm
		are compulsory. 2) Figures to the rig	
Q.1	· •	ing questions. (Attempt any two)	(3
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.	Explain the difference between Brand Image vs. Brand Identity.		
4.	Describe Young and Rubicam (Y&R) Brand Asset Valuator Model.		
Q. 2	Answer the following questions. (Attempt any one)		
1.	What do you mean by Unique Selling Proposition (USP) of the Brand? Explain with the help of suitable example.		
2.	Explain in brief the important skills and personal qualities of an effective Brand Manager.		
3.	What do you mean	by Brand Architecture? Explain its di	ifferent approaches in brief.
Q. 3	Write short notes. (Attempt any two)		
1.	Scope of Branding		
2.	Characteristics of good brand name		
3.	Retail Brands		
4.	Benefits of Brand E	xtension	
Q. 4	Select the correct Alternatives (Attempt any ten)		
1.	Consumer's awareness of the brand and understanding of what it represents is nothing but the		
	a) Attachment		nowledge
	c) Loyalty	d) N	lone
2.	proposition talks about the benefits that a brand offers to its customers.		
	a)Variety	b) V	ariable
	c) Value	d) V	<i>'ertical</i>
3.	"Apple iPhone is one of the most popular brand sold in many countries. "The Apple iPhone is an example of		
	a) National Bra	nd b) R	egional Brand
	c) International	Brand d) L	ocal Brand

4.	"Brand Resonance Pyramid" is developed by			
	a) Peter Drucker	b) Philip Kotler		
	c) Kevin Keller	d) C.K. Prahalad		
5.	'Xerox' is an example of brand name.			
	a) Nominal	b) General		
	c) Generic	d) None		
6.	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		
7.	'Honda' is a leading Japanese brand in automobile sector. Which one of the following is t secondary association of Honda Brand?			
	a) Event	b) Third Party Resource		
	c) Country of Origin	d) Channels		
8.				
	Aaker's model?			
	a) Sophistication	b) Excitement		
	c) Competence	d) Downfall		
9.	In the Holistic Marketing Activities/ Programmes for building Brands, the Personalization strategy of brand building deals with the			
	a) Customers	b) Advertizing Agency		
	c) Employees	d) None		
10.	'Coca-Cola' and 'McDonalds Pizza' are jointly promoting their brands is termed as			
	a) Co-branding	b) Umbrella branding		
	c) Individual branding	d) None		
11.	Registered brand gets protection.			
	a) Informal	b) Normal		
	d) Legal	d)General		
12.		refers to the nature of the ultimate relationship and level of identification that		
	-	,		
	c) brand rectification	a) Brand Reassurance		
11.	<ul> <li>c) Employees</li> <li>'Coca-Cola' and 'McDonalds Pizza' are jot a) Co-branding</li> <li>c) Individual branding</li> <li>Registered brand gets protection a) Informal</li> <li>d) Legal</li> </ul>	<ul> <li>d) None</li> <li>b) Introduction of the product of the pr</li></ul>		