

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTER OF COMMERCE (M.COM)
EXAMINATION: MAY- 2024
FOURTH - SEMESTER
Sub: Brand Management(MCM-411)

Date: 11/05/2024

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. Explain the difference between Brand Image vs. Brand Identity.
2. Explain how the strong well-known brand is beneficial to the consumers as well as marketers?
3. Elaborate the characteristics of a good brand name by highlighting a few examples of popular brands in the market.
4. Describe 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 Unique Selling Proposition (USP) of the Brand? Explain with the help of suitable example.
2. What do you mean by Brand Architecture.? Explain in brief.
3. Explain in brief the important skills and personal qualities of an effective Brand Manager.
4. Discuss the factors contributing to Brand Equity.
5. Explain in brief the secondary association elements of the brand.

Q.3 Write short notes. (Attempt any five) (40)

1. Retail Brands
 2. Benefits of Brand Extension
 3. Scope of Branding
 4. Benefits of Label
 5. Brand Image
 6. Brand Salience
 7. Brand Loyalty
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