

**TILAK MAHARASHTRA VIDYAPEETH, PUNE**  
**MASTERS OF ARTS IN MASS COMMUNICATION**  
**ADVERTISING AND PR**  
**EXAMINATION: MAY - 2024**  
**THIRD SEMESTER**  
**Sub: Brand Management (MADPR 22-304)**

---

**Date: 08/05/2024**

**Total Marks : 40**

**Time: 2.00 pm to 4.00 pm**

---

***Instruction:***

*All questions are compulsory.*

**Q. 1. Answer the following. (Any One) (15)**

A) Discuss the significance of brand identity in building a strong brand presence in the market.

**OR**

B) Describe the role of brand ambassadors and influencers in shaping brand perceptions and reaching target audiences.

**Q. 2. Write short notes. (Any Three) (15)**

- 1) Brand Identity
- 2) Consumer
- 3) Brand management
- 4) Brand Positioning

**Q. 3. Open Ended Question (10)**

How can brands effectively leverage storytelling and emotional branding to create authentic connections with consumers?

---