

Total No. of Questions : 4]

SEAT No. :

P2188

[5804] - 607

[Total No. of Pages : 2

T.Y. B.B.A. (IB)

**DSE A 606 : BRAND MANAGEMENT (II)
(2019 Pattern) (Semester-VI)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All Questions are compulsory.*
- 2) *Figures to the right side indicate full marks.*

Q1) A) Fill in the Blanks: [5]

- a) _____ defines what the brand thinks about the customer.
- b) _____ includes two aspects of a brand-its associations and its personality.
- c) _____ includes two visual signals of a brand-its character (e.g. Amul girl, Pillsbury dough boy) & its logo. Both are elements of brand identity.
- d) Which of the following is not a clothing brand? _____.
(1. h&m, 2. Zara, 3. Nyka, 4. Raymonds).
- e) _____ is a measure of the attachment that a customer has to a brand.

B) TRUE/FALSE: [5]

- a) Quality is more important in brand equity.
- b) Brand equity helps consumers to justify their self worth to others or themselves.
- c) Targeting is another way of getting the brand revitalised.
- d) Content Marketing consists of 'blogging'.
- e) Brand Identity helps make purchasing.

Q2) Explain what is 'Brand Valuation' & its methods? [10]

OR

Define the term 'building a brand'? Write its importance & process?

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Q3) Meaning and concept of 'Brand Image'. What are the FIVE ways to manage the Brand? [10]

OR

Explain 'Brand Equity'. Explain the components of 'Brand Equity'?

Q4) Write notes on: (Any 4). [20]

- a) Brief about the importance of 'brand management' and how to turn out to be an asset for the company?
- b) How would you define 'Target Audience' for a Brand?
- c) What are the challenges & opportunities of Branding?
- d) What are the stages of 'Brand Development'?
- e) What are the importance of brand positioning?
- f) What is the concept of Co-branding?

