

Total No. of Questions : 3]

SEAT No. :

P1955

[Total No. of Pages : 2

[6035]-607

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

606 A : 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 indicate full marks.*

Q1) A) Multiple choice questions.

[5]

- a) The act of creating a brand is known as _____
- | | |
|---------------------|----------------------|
| i) Branding | ii) Brand management |
| iii) Brand hierachy | iv) Brand building |
- b) _____ defines what the brand thinks about the consumer, as per the consumer.
- | | |
|-------------------------|-----------------------|
| i) Brand attitude | ii) Brand positioning |
| iii) Brand relationship | iv) Brand management |
- c) Brand association and brand personality are part of _____
- | | |
|-------------------------|-------------------|
| i) Brand symbol | ii) Brand image |
| iii) Brand relationship | iv) None of above |
- d) _____ refers to a brands objective ie functional attributes in relation to other brands.
- | | |
|-------------------------|----------------------|
| i) Brand position | ii) Product position |
| iii) Brand relationship | iv) Both (i) & (ii) |
- e) When a particular product is available with the same brand name throughout the world is known as _____
- | | |
|------------------------|----------------------|
| i) International brand | ii) National brand |
| iii) Family brand | iv) Brand management |

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- B) Define the term [5]
- a) Define brand
 - b) Brand personality
 - c) Brand identity
 - d) Brand equity
 - e) Brand audit

Q2) Long answer questions. (any two) [20]

- a) Explain the role of social media in brand building.
- b) Explain challenges and opportunities in branding.
- c) What is global branding? Explain the advantages of global branding?
- d) What is brand valuation? Explain its various methods.

Q3) Write short notes on (any four) [20]

- a) Brand association
- b) Stages of brand development
- c) Brand licensing
- d) Brand extension
- e) Point of distribution
- f) Brand positioning

