

Total No. of Questions : 3]

SEAT No. :

P-6052

[Total No. of Pages : 2

[6145]-607

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

**A 606 : BRAND MANAGEMENT - II**  
**(2019 Pattern) (CBCS) (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) Compulsory Question : (Objective Type Questions) [10]**

**A) Multiple choice questions : [5]**

- i) The act of creating a brand is known as \_\_\_\_\_.
  - a) Branding
  - b) Brand Management
  - c) Brand Hierarchy
  - d) Brand Building
- ii) \_\_\_\_\_ is how an organization structures and names the brands within its Portfolio.
  - a) Awareness
  - b) Brand architecture
  - c) Brand Differentiation
  - d) Brand Commitment
- iii) When a particular product is available with the same brand name throughout the world, it is known as \_\_\_\_\_.
  - a) International brand
  - b) National Brand
  - c) Family brand
  - d) Brand Management
- iv) \_\_\_\_\_ Refers to what the brand can be linked, mental connection to and recall of brand.
  - a) Brand Hierarchy
  - b) Brand Equity
  - c) Branding
  - d) Brand Association
- v) \_\_\_\_\_ Refers to a brand's objective i.e functional attributes in relation to other brands.
  - a) Brand position
  - b) Product position
  - c) Brand relationship
  - d) Both a and b

**P.T.O.**

**B) Answer in one sentence :**

**[5]**

- i) Define Brand.
- ii) What is Brand Equity?
- iii) What is Brand Personality?
- iv) Define Brand Loyalty.
- v) What is Brand Audit?

**Q2) Long answer questions (any two) :**

**[20]**

- a) Define Branding. Explain its importance.
- b) Explain the challenges and opportunities in Branding.
- c) Explain the role of social media in brand building.
- d) What is Global Branding? Explain the advantages of Global Branding.

**Q3) Write short notes on (any four) :**

**[20]**

- a) Brand Equity Concept
- b) Managing and Sustaining Brands Long-term
- c) Brand Associations
- d) Brand Licensing
- e) Brand Loyalty
- f) Point of Distribution

