

Total No. of Questions : 3]

SEAT No. :

PC-1206

[Total No. of Pages : 2

[6318]-407

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 × 1 = 5]

- i) _____ defines what the brand thinks about the consumer, as per the consumer.
 - a) Brand attitude
 - b) Brand positioning
 - c) Brand relationship
 - d) Brand management
- ii) _____ shows how consistent customers are in buying your brand, how long they have been buying and how long they may buy?
 - a) Customer loyalty
 - b) Brand loyalty
 - c) Product loyalty
 - d) Company loyalty
- iii) Both brand association and brand personality are a part of _____.
 - a) Brand symbol
 - b) Brand image
 - c) Brand relationship
 - d) None of the above
- iv) If a company uses successful brand names to launch a new or modified product in a new category, this strategy is called _____.
 - a) Brand extension
 - b) Co-branding
 - c) Line extension
 - d) Multi branding
- v) Brand personality is a set of _____ characteristics associated with the brand.
 - a) Human
 - b) Computer
 - c) Product
 - d) Artificial Intelligence

P.T.O.

B) Answer the following in one sentence.

[5 × 1 = 5]

- i) Define Brand Identity
- ii) State two Brand Equity model
- iii) State any two aspect of Brand Personality Dimension
- iv) Define Brand
- v) Define Brand Perception

Q2) Answer the following questions (Any 2) :

[2 × 10 = 20]

- a) What is Brand and explain the role of social media in Brand Building?
- b) What is Brand Valuation and Various methods of Brand Valuation?
- c) Explain David Aaker model of Brand Equity.
- d) Define the term 'building a brand'? Write its importance & process?

Q3) Write Short notes on (Any 4) :

[4 × 5 = 20]

- a) Brand Loyalty
- b) Brand Extension
- c) Branding Challenges & opportunities
- d) Stages of Brand Development
- e) Brand Positioning
- f) Point of Distribution

