

Total No. of Questions : 4]

SEAT No. :

**PD-1483**

[Total No. of Pages : 2

**[6442]-807**

**T.Y. B.B.A - IB**

**A606 : 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 side indicate full marks.*

**Q1) Fill in the blanks : (Attempt Any 5)**

**[5]**

- a) The main *purpose of* \_\_\_\_\_ is to given an identity to the generic product.
- b) \_\_\_\_\_ is often used by the tourism industry who create a brand out of a geographical location by assigning it certain characteristics and experience to attract more visitors.
- c) \_\_\_\_\_ is the visible element of a brand, such as color, design and logo that identify and distinguish the brand in consumer's minds.
- d) \_\_\_\_\_ refers to points of in-store interaction between customer and product, we are talking about shelf facings, specialized displays and promotional material.
- e) \_\_\_\_\_ is how customers associate your brand with a product or service type.
- f) \_\_\_\_\_ is the process of creating and strengthening your professional services brand.

(Brand Recognition, Brand Association, Branding, Brand Development, POP, Geographical Branding)

**P.T.O.**

**Q2) True or False (Attempt any five)**

**[5]**

- a) A brand in itself is an asset that can be sold separately.
- b) Brandz model was developed by the marketing research consultants, Millward Brown and WPP.
- c) Brand positioning is the value and perception of your brand to customers.
- d) A positioning statement is a short, internal document that is unknown about the target market, the benefits its members seek, and ways to communicate and deliver these benefits.
- e) *Potential market* are tapped markets whose needs are fully met by existing brands.
- f) Brand Architecture is a marketing and brand extension tool that is widely used by everyone from major corporations to small businesses.

**Q3) Write Short Notes on (Any 2)**

**[10]**

- a) Corporate Branding.
- b) Brand Identify.
- c) Brand Association.
- d) Rebranding.

**Q4) Write Long Answer on (Any 2)**

**[30]**

- a) Define Branding. Explain the concept and importance of branding in detail.
- b) What is BrandLeverage? Explain the importance of Brand Leveraging in detail.
- c) Explain the Keller's Model in detail.
- d) What is Brand Revitalization? Explain the reasons for Brand Revitalization.

