[6143]-605

T.Y.B.B.A.

MARKETING SPL.

DSE - A605 : International Brand Management

(2019 Pattern) (Semester - VI) (CBCS)

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) Fill in the blanks. [5×1=5]

a) A measure of the value & strength of brand including an assessment of brands wealth is known as _____.

   i) Brand stretching   ii) Brand heritage

   iii) Brande name   iv) Brand equity

b) The offering of all brands & the brand lines by a particular company is considered as _____.

   i) Company portfolio   ii) Brand line portfolio

   iii) Brand portfolio   iv) Corporate portfolio

c) _____ helps in identifying the product or brand & describe several things about the product.

   i) Labelling   ii) Packaging

   iii) Store branding   iv) Supplying

d) The brand image includes two aspects of a brand one is association & second is _____.

   i) Awareness   ii) Personality

   iii) Labelling   iv) Packaging

e) Brand _____ is the customer's personal opinion about & evolution of the brands.

   i) Judgement   ii) Evaluate

   iii) Imagery   iv) Identity

B)   Match the following pairs: [5×1=5]

	Column A		Column B
a)	Brand awareness	i)	Joint venture
b)	Digital marketing	ii)	Identifying product
c)	Brand	iii)	Qualitative research
d)	Projective technique	iv)	Quantitative research
e)	Strategic alliance	v)	Social media

Q2) Long Answer Questions (Solve any 1 out of 2)   [10]

a)   Define strategic alliances? Explain advantages & disadvantages of it?

b)   Explain use of digital platforms for marketing of brand?

Q3) Long Answer Questions (Solve any 1 out of 2)   [10]

a)   Explain Qualitative & Quantitative tools for measuring brand image?

b)   What is Branding? Explain types of branding?

Q4) Write Short Notes (Solve any 4)   [4×5=20]

a)   Brand extension

b)   Advantages of brand management

c)   Brand equity

d)   Email marketing

e)   Brand loyalty

f)   Brand portfolio

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