SEAT No. :

PC1144

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T.Y. B.B.A.

605 A : INTERNATIONAL BRAND MANAGEMENT

(2019 CBCS Pattern) (Semester - VI)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

1)   All questions are compulsory.

2)   Draw a Diagram whenever necessary.

3)   Figures to the right indicate full marks.

Q1) A)   Multiple Choice Questions   **[5]**

a)   Brand resonance and the relationships that consumers have with brands have two dimensions: intensity and _____.

i)   Growth   ii)   Judgment

iii)   Activity   iv)   Creativity

b)   _____methods are ideal for measuring brand association.

i)   Qualitative Research   ii)   Awareness

iii)   Recognition   iv)   Quantitative Research

c)   Projective techniques are commonly used in _____market research.

i)   Quality   ii)   quantity

iii)   Qualitative   iv)   None of the above

d)   _____helps in identifying the product.

i)   Brand   ii)   Label

iii)   Trademark   iv)   Packaging

e)   Two established brand names of different companies using the name on the same product is called.

i)   Co-branding   ii)   Brand extension

iii)   Mega branding   iv)   Store branding

P.T.O.

B)   Match the Pairs   [5]

	Column I		Column II
a)	YouTube	i)	Search Engine Optimization
b)	SEO	ii)	Video capsules
c)	PR	iii)	Business - related post & job posting
d)	Linkedln	iv)	Public Relations
e)	Brand strength	v)	Visibility
		vi)	Public Records

Q2) Write Long Answer (Any 2)   [2×10=20]

a)   What do you mean by Brand? What are the purposes of Brand?

b)   What do mean by brand association? Explain how the brand association can help to build and introduce a new brand in the international market.

c)   Explain different approaches of Brand Evaluation.

d)   What do you mean by Brand Portfolio? Which are the different elements in a Brand portfolio?

Q3) Write Short Notes (Any 4)   [4×5=20]

a)   Blog Marketing

b)   Brand Positioning

c)   5 Characteristics of Strong Brands

d)   Types of strategic alliance

e)   Brand Loyalty

f)   Store Branding

✘   ✘   ✘