

**FACULTY OF COMMERCE****B.Com. V – Semester (CBCS) Examination, November / December 2019****(Only for Advertising Courses)****Subject: Brand Management****Paper Code – BC – 506****Time: 3 Hours****Max.Marks: 80 PART – A (5x4 = 20 Marks)****[Short Answer Type]****Note: Answer any five of the following questions.**

- 1 Personal Brands Vs Group Brands
- 2 Explain why Brand Identity and Brand Differentiation are important brand elements
- 3 How can the success of a Brand Loyalty Program be measured?
- 4 Write about Customer Franchise Extension and Extension of Prestige Brand
- 5 What is meant by Brand Leverage? Explain
- 6 Define Brand Equity
- 7 Write about Co-branding
- 8 Explain Brand Audit

**PART – B (5x12 = 60 Marks)****[Essay Answer Type]****Note: Answer all the questions.**

- 9 a) Define Branding. Explain the functions of a Brand with suitable examples.  
**OR**  
b) Is branding significant? Given the boom in retail sector, write about Store Brands.
- 10 a) What are the various bases for positioning a Brand? Explain.  
**OR**  
b) How are Strong Brands built? Explain the Strategic Brand Management Process.
- 11 a) Explain Online Brand Promotions with suitable examples.  
**OR**  
b) Explain Brand Building using Brand Ambassadors.
- 12 a) What do you mean by Brand Extension? Explain different types of Brand Extensions.  
**OR**  
b) Describe Re-branding and Re-launching with the help of suitable illustrations.
- 13 a) Write about the various Branding Challenges and opportunities in India.  
**OR**  
b) Describe Global Branding Strategies in detail.

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