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MASTER OF COMMERCE (M.COM)
EXAMINATION: DECEMBER- 2024
FOURTH - SEMESTER
Sub: Brand Management (MCM-411)

Date: 12/12/2024

Total marks: 100

Time: 2.00pm to 5.00pm

Instruction:1) All questions are compulsory.

2) Figures to the right indicate full marks.

Q.1 Answer the following questions. (Attempt any two) (30)

1. What are the various Secondary Associations for a Brand?
2. Describe the Brand Personality Model determined by David Aaker.
3. Discuss the special skills and personal qualities of result oriented Brand Manager.
4. Explain the difference between Brand Image vs. Brand Identity.

Q.2 Answer the following questions. (Attempt any three) (30)

1. Elaborate the concept of Brand Positioning along with few examples.
2. Discuss the factors contributing to Brand Equity.
3. What do you mean by Unique Selling Proposition (USP) of the Brand? Explain with the help of suitable example.
4. Explain the benefits of strong brand to marketer as well as consumers.
5. Explain the meaning and importance of Brand Image.

Q.3 Write short notes. (Attempt any five) (40)

1. Benefits of Brand Extension
 2. Brand Loyalty
 3. Benefits of label
 4. Brand Salience
 5. Brand architecture
 6. Retail Brand
 7. Characteristics of good brand name
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