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MASTER OF COMMERCE (M.COM)

EXAMINATION: MAY - 2025

FOURTH SEMESTER

Sub: Brand Management (MCM-411)

Date: 9/05/2025

Total marks: 60

Time: 2.00pm to 4.30pm

Instruction: 1) All questions are compulsory.

2) Figures to the right indicate full marks.

Q. 1 Answer the following questions. (Attempt any two) (32)

1. Explain the usefulness, role and scope of branding in detail.
2. a. Differentiate between brand identity and brand image.
b. Differentiate between label and brand.
3. Describe the various branding strategies to achieve success in business.
4. State the guidelines for creating a well defined brand portfolio strategy.

Q.2 Answer the following questions. (Attempt any two) (16)

1. What is brand extension? Describe the advantages and disadvantages of brand extension. Suggest instances where brand extension has been a success and instances of failure.
2. Discuss the role and tasks of a brand manager.
3. Elaborate the Y and R's (Young & Rubicam) Brand Asset Valuator Model.
4. Elaborate the concept of branding in different sectors.

Q.3 Write short notes. (Attempt any three) (12)

1. Value proposition of a brand.
 2. Brand Equity
 3. Individual Branding
 4. Benefits of conducting brand research
 5. Brand category management
 6. Product brands
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