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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: 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. Explain the following dimensions of Brand Personality determined by David Aaker with the help of suitable examples. a) Sincerity b) Excitement c) Competence d) Sophistication e) Ruggedness
2. What do you mean by Brand Architecture? Explain its different approaches in brief
3. Explain in brief the important skills and personal qualities of an effective Brand Manager.
4. What do you mean by Unique Selling Proposition (USP) of the Brand? Explain with the help of suitable example.

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

1. What do you mean by Brand Positioning? Explain the vital importance of effective brand positioning in marketing with the help of a few examples.
2. Explain the difference between Brand Image vs. Brand Identity.
3. Describe the Kevin Keller's Brand Resonance Pyramid with the help of neat diagram.
4. Describe Young and Rubicam (Y&R) Brand Asset Valuator Model.
5. Elaborate the characteristics of a good brand name by highlighting a few examples of popular brands in the market.

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

1. Brand loyalty
 2. Characteristics of effective brand name
 3. Retail Brands
 4. Scope of Branding
 5. Benefits of a label
 6. Brand Salience
 7. Service sector brands
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