

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTER OF COMMERCE (M.COM)
EXAMINATION: DECEMBER - 2025
FOURTH SEMESTER
Sub: Brand Management (MCM-411)

Date: 29/12/2025

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. Discuss the special skills and personal qualities of result oriented Brand Manager.
2. Discuss the benefits of popular strong brand to customers as well as marketers.
3. What do you mean by Brand Positioning? Explain the vital importance of effective brand positioning in marketing with the help of a few examples
4. Elaborate the characteristics of a good brand name by highlighting a few examples of popular brands in the market.

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

1. Explain the difference between Brand Image vs. Brand Identity.
2. What do you mean by Unique Selling Proposition (USP) of the Brand? Explain with the help of suitable example.
3. Explain in brief the secondary association elements of the brand.
4. Discuss the factors contributing to Brand Equity.

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

1. Brand Salience
 2. Benefits of Brand Extension
 3. Retail Brands
 4. Scope of Branding
 5. Benefits of Label
 6. Aaker's Model
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