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MASTER OF COMMERCE (M.COM)
EXAMINATION: MAY - 2026
FOURTH SEMESTER
Sub: Brand Management (MCM-411)

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 benefits of strong brand to Manufacturer and the consumers.
2. What are the various Secondary Associations for a Brand? Explain.
3. Describe the Brand Personality Model determined by David Aaker.
4. Elaborate an effective Brand Manager's skills and personal qualities.

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

1. What do you mean by Brand Salience? Explain its importance
2. Elaborate the concept of Brand Positioning along with few examples.
3. Explain the advantages of strong brand to Marketers and Consumers.
4. Explain the meaning and importance of Brand Image.

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

1. Benefits of Labels
2. Types of Brand Architecture
3. Co -Branding
4. Brand Loyalty
5. Key elements of Brand
6. Brand Identity