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MASTER OF COMMERCE (M.COM.)
EXAMINATION : MAY - 2016
FOURTH SEMESTER
Sub: Brand Management (MCM -404/MCM-411)

Date: 23/05/2016

Marks: 60

Time: 2.00 pm to 4.30 pm

Instructions:

- 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 dimensions of Brand Personality determined by David Aaker with the help of few examples.
2. Elaborate the critical role of Brand Manager in establishing a brand in market.
3. Explain Y &R's (Young & Rubicam) Brand Asset Valuator Model.
4. Discuss the advantages of strong brand to marketers and consumers.

Q.2 Answer the following. (Attempt any one) (08)

1. Explain the concept of 'Brand Image'.
2. Discuss the key benefits of Label.
3. What are the different secondary associations for a Brand? Explain in brief.

Q.3 Write short notes. (Attempt any two) (10)

1. Brand Equity
2. Brand Salience
3. Brand Identity
4. Key factors in Retail Branding

Q.4 Select the Correct Alternatives. (Attempt Any Ten) (10)

1. A -----is a name, design, symbol, that identifies a good or service as something different from competitors.

a) Product	b) Brand
c) Service	d)
2. -----is the structure of brands within an organizational entity.

a) Brand Architecture	b) Brand Positioning
c) Brand Equity	d) None of the above

3. -----is the use of an established brand name in new product categories.
 - a) Brand Simplification
 - b) Brand Extension
 - c) Brand Specification
 - d) Brand Evaluation
4. -----is an example of Service Brand.
 - a) LG TV
 - b) Samsung Smartphone
 - c) Dell Computer
 - d) Air India
5. 'Wal-Mart' is an example of -----
 - a) Industrial Brand
 - b) Product Brand
 - c) Retail Brand
 - d) None of the above
6. Relationship Marketing approach in Holistic Marketing Programme is nothing but the --

 - a) Integration
 - b) Internalization
 - c) Personalization
 - d) Coordination
7. -----reduce customer's perceived monetary, social, and safety risks in buying goods/services.
 - a) Weak Brands
 - b) Strong Brands
 - c) Unknown brands
 - d) New Brands
8. The primary aim of branding is to create -----
 - a) Differentiation
 - b) Confusion
 - c) Awareness
 - d) Relation
9. -----talks about the benefits that a brand offers to its customers.
 - a) Brand Salience
 - b) Brand Extension
 - c) Value Proposition
 - d) None of the above
10. -----is the extent to which consumer constantly buys the same brand within a product category.
 - a) Brand Loyalty
 - b) Brand Valuation
 - c) Brand Royalty
 - d) None of the above
11. -----includes both brand recognition as well as brand recall.
 - a) Brand Quality
 - b) Brand Awareness
 - c) Brand Stature
 - d) None of the above
12. Hindustan Unilever markets the brands like Lux, Wheel, Surf, Rin etc. This is an example of -----
 - a) Individual Branding
 - b) Co-branding
 - c) Family Branding
 - d) None of the above