[6033]-605

T.Y.B.B.A.

(DSE) 605A: International Brand Management
(2019 Pattern) (CBCS) (Semester - VI)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates :

1) *All questions are compulsory.*
2) *Figures to the right indicate full marks.*

Q1) A. Multiple Choice Questions [5]

i) _____ helps in identifying the product

    a) Brand   b) Label

    c) Trademark   d) Packaging

ii) _____ refers to the use of entertainment material which features a single company or brand.

    a) Brand management   b) User generated content

    c) Branded content   d) Celebrity endorsement

iii) _____ methods are ideal for measuring brand association.

    a) Qualitative Research   b) Awareness

    c) Recognition   d) Quantitative Research

iv) Brand _____ is the customer personal opinion about an evaluation of the brand Marketing Cost.

    a) Imaginary   b) Identity

    c) Evaluate   d) Judgement

v) Another way of getting the brand revitalized is through _____.

    a) Positioning   b) Segmenting

    c) Targeting   d) Repositioning

P.T.O.

B. Match the pairs [5]

Group A	Group B
1) Registered Brand	a) Is the degree or likelihood of instantly remembering the name of the brand
2) Brand recall	b) Name, mark or holistic symbol
3) Brand recognition	c) Is to identify the strength and weaknesses of the brand
4) Logo	d) Trademark
5) Brand evaluation	e) Is the extent to which a consumer can correctly identify a particular brand

Q2) Long answer of questions. (Attempt any 1 out of 2) [10]

a) What do you mean by the term Brand? What is the purpose of Branding?

b) Which are the different Digital platforms used nowadays for marketing the brand?

Q3) Long answer of questions. (Attempt any 1 out of 2) [10]

a) Explain the process of developing brand elements

b) What do you mean by strategic alliances? State its disadvantages.

Q4) Write short notes (any 4) [20]

a) Brand Repositioning

b) Brand Evaluation

c) Content Marketing Strategy

d) Brand Portfolio

e) Brand Recognition

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