

[6225]-605

T.Y.B.B.A.

GC- A- 605: INTERNATIONAL BRAND MANAGEMENT
(2019 Pattern) (Semester-VI)

Time : 2 Hours]

[Max. Marks : 50]

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) Draw a Diagram whenever necessary.
- 3) Figures to the right indicate full marks.

Q1) A) Multiple Choice Questions:

[5]

- i) A _____ is a relational asset whose value through the firm is contingent on past, present on future interactions with various firms stakeholders
 - a) brand personalities
 - b) brand mark
 - c) brand Positioning
 - d) brand equity
- ii) _____ brand association and brand personality,
 - a) brand relationship
 - b) brand dilution
 - c) brand image
 - d) brand symbol
- iii) _____ methods are ideal for measuring brand Association.
 - a) qualitative research
 - b) awareness
 - c) recognition
 - d) quantitative research
- iv) The strategic brand management process starts with understanding what the brand represents and how it is _____ with respect to its competitors.
 - a) positioned
 - b) targeted
 - c) segmented
 - d) promoted
- v) Projective techniques are commonly used in _____ market research.
 - a) quality
 - b) quantity
 - c) qualitative
 - d) none of the above

P.T.O.

B) Match the following: [5]

Column A	Column B
Branding	Gattu of Asian paint
Brand name	Asian paint
Brand mark	The process of giving name or a symbol to a product
Brand extension	New product category and existing brand name
Brand awareness	Qualitative research

Q2) Answer the following questions (Attempt any 1 out of the 2) [10]

- What do you mean by brand? What are the types of branding?
- Explain the concept of brand development and discuss the process of developing brand

Q3) Answer the following questions (Attempt any 1 out of the 2) [10]

- Explain the concept of brand repositioning and state its importance in developing a brand.
- Enumerate the characteristics of strong brands.

Q4) Write short notes on (Attempt any 4 out of the 6) [20]

- Brand loyalty
- Social media marketing
- Blog marketing
- Brand evaluation
- Types of market segmentation
- Email marketing

