

Total No. of Questions : 4]

SEAT No. :

PD1428

[Total No. of Pages : 2

[6440]-805

T.Y.B.B.A.

MARKETING

**A 605 : International Brand Management
(2019 Pattern) (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.*
- 3) *Draw diagram wherever necessary.*

Q1) A) Multiple Choice Questions: [5]

- a) _____ refers to a brands objective i.e functional attributes in relation to other brands.
- | | |
|-------------------------|-----------------------|
| i) Brand position | ii) Product position |
| iii) Brand relationship | iv) Both (i) and (ii) |
- b) _____ defines what the brand thinks about the consumer, as per the consumer.
- | | |
|-------------------------|-----------------------|
| i) Brand attitude | ii) Brand positioning |
| iii) Brand relationship | iv) Brand image |
- c) _____ includes two aspects of a brand-its associations and its personality.
- | | |
|-------------------------|-----------------------|
| i) Brand attitude | ii) Brand positioning |
| iii) Brand relationship | iv) Brand image |
- d) Close up, Doordarshan, Frooti, Babool, Fair and Lovely, Band-aid and Ujala are the examples of _____.
- | | |
|-------------------------------|---------------------------|
| i) Descriptive Brand Name | ii) Suggestive brand name |
| iii) Free Standing brand name | iv) None of the above |
- e) Watches sold as a Jewellery is related to _____.
- | | |
|---------------|--------------|
| i) Titan Raga | ii) Tanishq |
| iii) Swatch | iv) GoldPlus |

P.T.O.

B) Match the following. [5]

Column A	Column B
a) Logo	i) Asian paint
b) Brand recall	ii) Social media
c) Strategic alliance	iii) Name, mark or holistic symbol
d) Digital marketing	iv) Is the degree or likelihood of instantly remembering the name of the brand
e) Brand Name	v) Joint venture

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

- a) Explain the purpose of branding.
- b) What are the steps to be considered while designing marketing communication programs to build brand equity?

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

- a) Which are the different Qualitative and Quantitative tools used for measuring brand image?
- b) What are the advantages of Strategic Alliances?

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

- a) Brand Positioning
- b) Effective Communication Strategies
- c) Types of Brand associations
- d) Brand evaluation
- e) Role of brands in a brand Portfolio
- f) Ways to build Good Consumer brand relationship

