

**CARMEL COLLEGE OF ARTS, SCIENCE & COMMERCE FOR WOMEN  
NUVEM-GOA**

**SEMESTER END EXAMINATION, AUGUST 2020**

**SEMESTER: VI      Course Name: BRAND MANAGEMENT      Code: UCOD131**

**Total Marks: 30      Date: 08/08/2020      Duration: 2 Hours      Total No of pages: 02**

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***Instructions:***

- 1. All questions are compulsory*
- 2. Answer any five Sub-questions from Question No I.*
- 3. Answer any four Sub-questions from Question No. II.*
- 4. Figures to the right indicate maximum marks allotted to the questions.*

**Q.I. Answer any FIVE from the following. (5x2=10 marks)**

- i. Explain any two functions of a brand.
- ii. What is meant by the term Brand hierarchy?
- iii. Explain any two points of difference between Digital marketing and Digital branding.
- iv. Write a short note on Launch of a new brand.
- v. Explain any two offensive strategies towards building brand equity.
- vi. Write a brief note on Valuation Holistic methods.
- vii. List and explain any two Brand elements.
- viii. What do you mean by Ethical branding?

**Q. II. Answer any FOUR from the following. (4x5=20 marks)**

- i. “When a brand is introduced, there are several challenges and opportunities”.

In the light of the above statement, explain any four challenges and opportunities of branding.

- ii. “A brand moves through different cycles”. Explain the phases of brand with the help of a suitable example.
- iii. “In the modern times, building and designing a brand through website, apps and social media is very important”. Justify your answer by describing five advantages of branding.
- iv. What is meant by CBBE? Explain the CBBE Model in detail.
- v. Discuss any five ways or methods through which a consumer is convinced to become a loyal customer.
- vi. What is meant by the term Brand reinforcement? Explain the strategies for brand reinforcement.

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