

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

**SEMESTER END EXAMINATION, JUNE 2022**

**Semester: II OF BCOM**

**Course Title: Brand Management (DSE 8)**

**Course Code: UCOD129**

**Total marks: 80    Date: 15/06/2022    Duration: 2 hrs.    Total No of pages: 2**

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**Instructions:** 1. All questions are compulsory.

2. Figures to the right indicate marks.

Q.I. Answer **any FOUR** from the following. **(16 marks)**

1. What are the factors affecting the life cycle of a brand?
2. What is digital branding? State the advantages of digital branding.
3. Discuss quantitative techniques of measuring sources of brand equity.
4. Explain any 6 features of a good brand name.
5. Discuss corporate branding and service branding.
6. What are the benefits of brand equity?

Q.II. Answer **any FOUR** from the following. **(16 marks)**

1. Explain any six brand elements.
2. Discuss the importance of brand image.
3. The market can be divided based on segmentation. Elaborate.
4. State and explain various sources of brand equity.
5. What is Points of Parity (POP) and Points of Difference (POD)?
6. Discuss factors shaping a brand over its life cycle.

Q. III. A. Discuss the various types of brands. **(12 marks)**

**OR**

B. Explain the stages in brand evolution.

Q. IV. A. Brand hierarchy is the systematic branching structure of a brand's distinctive elements for its sub-products. Elaborate. **(12 marks)**

**OR**

B. Explain strategic brand management process.

Q. V. A. Brand loyalty is the positive association consumers attach to a particular product or brand. Elaborate. **(12 marks)**

**OR**

B. What is meant by CBBE? Explain the CBBE Model in detail.

Q.VI. A. “Managing a brand is difficult task”. Explain the challenges and opportunities of branding. **(12 marks)**

**OR**

B. Designing and implementing brand strategies is a vital task. Explain the tools used in branding strategy.

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