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**SARDAR PATEL UNIVERSITY**  
**BCOM –EXAMINATION**  
**SEMESTER–V**  
**TUESDAY, 12<sup>TH</sup> JULY, 2022**  
**10.00 AM TO 12.00 PM**  
**SUBJECT: BRAND MANAGEMENT**  
**CODE: UB05DCOM56/26**

- Note:
1. Figure to the right indicates full marks.
  2. All questions carry equal marks.

**Total Marks: 70**

**Answer ANY FOUR Questions from the following Eight Questions.**  
**All Questions Carry Equal Marks**

- Q.1 What is Brand Management? Explain significance of Brand Management.
- Q.2 Discuss in detail sources of Brand Identity.
- Q.3 Explain Cost based, Price based and Consumer Brand equity with Examples.
- Q.4 What is Brand Equity? Explain sources of Brand Equity with Examples.
- Q.5 Explain Positioning Errors with examples.
- Q.6 What is Brand Repositioning? Discuss ways of Brand Repositioning.
- Q.7 What is Brand Hierarchy? Explain levels of it.
- Q.8 Discuss various types of Brand Personalities.

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