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SARDAR PATEL UNIVERSITY
B.COM. (5th Semester) (CBCS) EXAMINATION 2019
15-11-2019 - Friday
2.00 P.M. TO 4.00 P.M.
UB05ECOM06–Brand Management

Total Marks: 60

Note: Figure to the right indicate full marks of the question.

Q:01 What is a brand management? and explain significance of branding. 15

OR

Q:01 Write note on: 15
(a) Branding Decisions
(b) Brand Image & Identity

Q:02 Explain the concept of Brand Equity and what are the sources of brand equity? 15

OR

Q:02 Explain the various types of brand equity. 15

Q:03 Define the concept of brand positioning and explain guideline for effective brand positioning. 15

OR

Q:03 What do you mean by repositioning? And explain various ways of repositioning. 15

Q:04 Explain the concept of brand personality and its Importance. 15

OR

Q:04 Define Brand Extension and explain different types of Brand Extension 15

—X—
(1)