

Program/Sem:	T.Y.B.A.M.M.C – Sem - V	Course:	Brand Building
Program Code:	4O00165	Course Code:	BAMMC EABB 1502

Duration:	2 ½ Hour	06 NUV 2025	Max. Marks:	75
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**Instructions:**

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Draw neat diagrams wherever necessary.

**Q. 1 (A) Explain the following concepts:** [06]

- 1 Brand Image
- 2 CEO
- 3 Logo
- 4 Range brand
- 5 Extended identity
- 6 Unaided recall

**Q. 1 (B) Dove, a brand by Unilever, positioned itself not just as a beauty brand but as a brand that celebrates “Real Beauty.” Through campaigns like #RealBeauty and Self-Esteem Project, Dove promoted confidence and self-acceptance among women. This strong emotional connect helped Dove stand out from other cosmetic brands. It also aligned its CSR initiatives with brand values, making it both socially responsible and emotionally appealing.**

- a) What is the positioning strategy used by Dove? [03]
- b) How has Dove used CSR to strengthen its brand image? [03]
- c) Name any brand benefit or attribute that differentiates Dove from its competitors. [03]

**Q. 2 Answer the following**

- a) What is branding? Explain the advantages of branding. [08]
- b) Explain the brand building blocks in detail [07]

**OR**

- c) What is the importance of brand looks in the process of branding? [08]
- d) Explain brand vision in respect to generic brands. [07]

**Q. 3 Answer the following**

- a) Explain the types of brand. [08]
- b) Brand repositioning is a critical step in the branding process. Explain [07]

**OR**

- c) What are the limitations of branding? [08]
- d) Explain the brand identity traps in detail. [07]

**Q. 4 Answer the following**

- a) Explain the BAV Model to measure brand equity. [15]

**OR**

- b) Explain the process of branding in detail. [08]

**Q. 5 Short Note: (Any 3) (5 marks each)**

- a) Brand vs. product
- b) Line Extension
- c) Brand ambassador
- d) Brand Equity
- e) Category brand manager