

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTERS OF ARTS IN MASS COMMUNICATION
ADVERTISING AND PR
EXAMINATION: DECEMBER - 2025
THIRD SEMESTER
Sub: Brand Management (MADPR 22-304)

Date: 19/12/2025

Total Marks : 40

Time: 2.00 pm to 4.00 pm

Instruction:

All questions are compulsory.

Q. 1. Answer the following. (Any One) (15)

- A) What factors should be considered when developing a brand positioning strategy in a competitive market?

OR

- B) What role do influencers and brand ambassadors play in shaping brand perceptions, and how can brands leverage them effectively?

Q. 2. Write short notes. (Any Three) (15)

- 1) Brand Transfer
- 2) Brand Extension
- 3) Process of strategic Brand Management
- 4) Brand Equity

Q. 3. Open Ended Question (10)

What strategies can brand use to build emotional connections with consumers, and why are these connections important?
