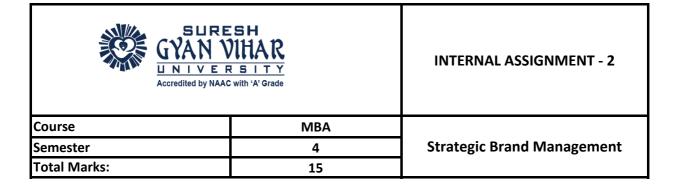


Q.1. Write answers for any two questions from below. (5 marks each – Word limit – 500)

- A. What are the advantages and disadvantages of branding?
- **B.** List out the brands that have been revitalized in recent times.
- **C.** Distinguish between brand mark and trademark.

Q.2. Write short notes on all of the following topics (1 mark each - Word limit - 100)

- **A.** What is geographic segmentation?
- **B.** What are convenience goods?
- **C.** Define micromarketing.
- **D.** Define supplies and services.
- E. Family Lifestyle



Q.1. Write answers for any two questions from below. (5 marks each – Word limit – 500)

- **A.** Explain the concept of co-branding in detail.
- **B.** List out the companies that changed their brand logos in India.
- **C.** State the objectives of co-branding?

Q.2. Write short notes on all of the following topics (1 mark each - Word limit - 100)

- **A.** Define capital items.
- **B.** Define accessories.
- **C.** Explain market targeting.
- **D.** Explain personality.
- E. Rural and Urban