

ST. JOSEPH'S COLLEGE (AUTONOMOUS), BANGALORE-27
MID-SEMESTER TEST: AUGUST 2019
B.A.(VISUAL COMMUNICATION) – III Semester
VC3418: BRANDING

Time - 1 hour

Max Marks - 30

- I. Explain any THREE of the following in 100 words. (5X3 = 15 marks)**
1. Branding
 2. Taglines
 3. Brand Elements
 4. Brand Equity
- II. Answer the following question in 300 words. (1X15 = 15 marks)**
5. Define Brand. Explain different types of brand with suitable examples.