



Register Number:

DATE: 28-11-2020

ST. JOSEPH'S COLLEGE (AUTONOMOUS), BANGALORE-27
B.A. VISUAL COMMUNICATION -III SEMESTER
SEMESTER EXAMINATION - NOVEMBER 2020
VC 3419: BRANDING

Time – 2 ½ hrs

Max Marks - 70

This paper contains ONE printed page and TWO parts

- I. Explain any FOUR of the following topics in about 150 words each. (4X5 = 20)**
1. Brand vs Product
 2. Demographic and Behavioural market segmentation
 3. Personal Branding and Product Branding
 4. Brand Dynamics Pyramid
 5. Brand Positioning and Brand Image
- II. Answer any FIVE of the following questions in about 300 words each. (5X10=50)**
6. Discuss the social significance of colours in Branding. Explain complementary, split-complementary, analogous and achromatic colours.
 7. Define Brand. Explain different types of brand with suitable examples.
 8. Think of a brand and critically analyse its brand elements.
 9. What are taglines? How is it different from a slogan? Explain different types of taglines with examples.
 10. What is product packaging? What are the essentials of a good package?
 11. Explain in detail the various stages involved in a branding process.
 12. Discuss the principles of effective web design? How are technology and the internet affecting brands and their visual identity?