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Register Number:

DATE:

**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BANGALORE-27**

**BA VISUAL COMMUNICATION - II SEMESTER**

**END SEMESTER EXAMINATION: JULY 2022**

**VC 2121: Branding**

Time - 2 hrs Max Marks - 60

**This paper contains ONE printed page and TWO parts**

1. **Answer any FIVE of the following topics in about 150 words each. (5 x 6 = 30)**
2. Slogan and tagline
3. Co-branding and personal branding
4. Brand image and brand positioning
5. Brand identity and visual identity
6. Disruptive brand and innovative brand
7. Wordmark and pictorial logos
8. Demographic and behavioural segmentation
9. **Answer any THREE of the following questions in about 300 words each. (3x10=30)**
10. What is rebranding? What are the opportunities and challenges of rebranding?
11. What is packaging? What are the functions of packaging?
12. Discuss the principles of effective web design?
13. Explain in detail the various stages involved in the branding process.
14. What is product design? Describe the factors affecting the product design.

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