



Register Number:

Date:

ST. JOSEPH'S COLLEGE (AUTONOMOUS), BANGALORE-27
BA VISUAL COMMUNICATION – III SEMESTER
END SEMESTER EXAMINATION: OCTOBER 2019
VC 3418: BRANDING

Time: 2 ½ Hours

Max Marks-70

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

I. Write a short note for any SIX of the following in 100 words each. (6X5=30)

1. Disruptive brand
2. Brand image
3. Brand extension
4. Retail branding
5. Monogram logos
6. Design for exhibition
7. Brand loyalty

II. Answer any TWO of the following questions in 200 words each. (2x10=20)

8. Explain different types of brands with suitable examples.
9. What are the essential characteristics of a tagline? Differentiate between tagline and slogan.
10. What is the role of product packaging? Justify your answer with suitable examples.

III. Answer any one of the following questions in 400 words. (Compulsory)

(1x20=20)

11. What is corporate branding? Illustrate and explain its tools using suitable examples.
12. Packaging plays an important role in labelling and branding. Discuss the major functions of packaging with relevant examples.

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