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| A drawing of a church  Description automatically generated with low confidenceRegister Number:Date:12-03-2022 |
| **ST. JOSEPH’S COLLEGE (AUTONOMOUS), BANGALORE – 27****BA (VISUAL COMMUNICATION) – III semester**  |
| SEMESTER EXAMINATION: OCTOBER 2021(Examination conducted in March 2022) |
| **VC 3419: Branding**  |
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| **2 ½ Hours** |  |  **Max Marks-70** |
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| **This paper contains ONE printed page and THREE parts** |

1. **Write short notes for any Five in 100 words each. (5X5=25)**
2. Descriptive Brand
3. Brand extension
4. Corporate Branding
5. Fabricated Names
6. Mascots
7. Slogans
8. **Answer any THREE in 200 words each. (3x10=30)**
9. Creativity is the backbone of branding. Describe the branding process and the role of creativity.
10. Explain different categories of logo design with suitable examples.
11. Explain the role of digital marketing in Branding a product
12. List out the website design principles
13. What is the role of colour and typography in branding? Explain in detail.
14. **Answer the following question in 300 to 450 words. (Compulsory) (1x15=15)**
15. What is Packaging design? How does this help to market the product? Explain with suitable examples.

 **VC\_3419\_A\_21**