

Ref. No.: NZCC/Exam./2024-2025/143

Date: 15/01/2025

NOTICE

S.Y.B.COM. ISA - ASSIGNMENT (SEMESTER - IV)

Subject: Brand Management (S.Y.B.COM 'C')

All the students of S.Y.B.Com. 'C' Class are hereby informed that they should submit the Intra Semester Assessment (ISA) Assignment in the subject '**Brand Management**' on or before **Wednesday, 29th January, 2025** to Mrs. Ajita Morajlker, Assistant Professor.

Note: Minimum 8 pages, Maximum 12 pages

- 1. Brand Equity and Its Impact on Business Performance (Group 2303009 -2303045)**
 - Concept of brand equity and its direct correlation with financial performance and market share. Examine methods of measuring brand equity.
 - **Write two Examples**
- 2. The Influence of Social Media on Brand Management and Consumer Engagement (Group 2303046- 2303115)**
 - Analyze how brands use social media platforms to build relationships with consumers and manage brand reputation.
 - **Write two Examples**
- 3. Consumer Behaviour and Its Influence on Brand Loyalty (Group 2303122 -2303207)**
 - Examine how consumer behavior shapes brand loyalty. Discuss factors such as emotional connection, trust, customer satisfaction, and how brands can foster long-term relationships with their consumers.
 - **Write two Examples**
- 4. The Impact of Globalization on Brand Strategy and International Branding (Group 2303210-2303238)**
 - Explore how brands adapt their strategies to enter new international markets, considering cultural nuances, local preferences, and global competition.
 - Co brand Co-Branding: Opportunities and Challenges
 - Define co-branding and its significance in brand management.
 - Benefits and risks involved in co-branding strategies.
 - **Provide 2 examples** of successful co-branding partnerships
- 5. Effectiveness of Celebrity Endorsement in Shaping Brand Image (Group 2303239-2303258)**
 - Describe the trustworthiness, expertise, and attractiveness of a celebrity influence consumer perception of the brand.
 - Explain how a credible celebrity helps in building a positive brand image, while a lack of credibility or a scandal can harm both the celebrity's and the brand's image.
 - Provide **two examples** of successful celebrity endorsements where credibility played a key role.


(Mrs. Ajita Morajlker)

Assistant Prof. in Commerce

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