

Registration Number:

Date & session:

**ST JOSEPH’S UNIVERSITY, BENGALURU -27**

 **B.A. VISUAL COMMUNICATION – 2nd SEMESTER**

**SEMESTER EXAMINATION: APRIL 2024**

**(Examination conducted in May / June 2024)**

**VC 2121: Branding**

**(For current batch students only)**

**Time: 2 Hours Max Marks: 60**

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

**PART-A**

**Explain any FIVE of the following in about 100 words each.          (5X5 = 25)**

1. Slogan and tagline
2. Wordmark and pictorial logos
3. Branding and rebranding
4. Personal and product branding
5. Brand positioning and brand Image
6. Visual identity and brand identity
7. Brand consistency and brand coherence

**PART-B**

**Answer any TWO of the following questions in about 200 words each. (2X10=20)**

1. Define brand. Explain with suitable examples the different types of brands.
2. What is product design? Describe the factors affecting the product design.
3. Discuss the social significance of colours in branding. Give suitable examples.

**PART-C**

**Answer any ONE of the following questions in about 300 words. (1X15=15)**

1. What are brand elements? Think of a brand and critically analyse its brand elements and how they are used in establishing brand values.
2. Explain in detail the various stages involved in a branding process.