



Date- 14/05/2024

**NOTICE**

**Self – Financed Section (BAMMC)  
May ATKT Internal Examination VI, 2023-2024**

**INSTRUCTIONS FOR THE STUDENTS HAVING ATKT IN INTERNALS:**

1. The Viva-voce will be conducted offline in classroom **T3** from 11:00 am to 11:30 am
2. Reporting time is 15 minutes prior to the examination time mentioned in the schedule below.
3. Students have to attach an **ATKT fee payment receipt** along with his/her project.
4. Students have to be present in person for the submission.
5. Projects/ assignments have to be **handwritten on A4 size paper or Fullscape paper**. On top of every page a student should write his Name, Semester, Contact number, Roll No. and Subject.
6. **Printouts of the questions uploaded should be attached** with the project. Students are expected to write the question followed by the answer.
7. On the submission date, there will be a viva voce on the given topics. **If the student fails to submit the project and give viva voce on the given date and time he will be marked ABSENT for the said subject.**
8. **Any submission after the above mentioned date and time will not be accepted and entertained under any circumstance.**
9. The following is the date of submission for the respective subject:

**SEMESTER II**

NAME	SUBJECT	DATE	TIME
GOHIL DRUSHTI URMILA	● BRAND MANAGEMENT	17 <sup>th</sup> May, 2024	11:00 am to 11:30 am

Ms. Akanksha  
Mangavkar

BAMMC  
Co-ordinator

CA Durgesh Kenkre

Exam Convener

Ms. Subhashini Naikar

Vice Principal -  
Unaided

Prof. (Dr.) D. N. Ganjewar

Principal

## BAMMC Internal questions for Semester VI ATKT students

### BRAND MANAGEMENT

NAME	QUESTIONS
GOHIL DRUSHTI URMILA	<ol style="list-style-type: none"><li>1. Explain Strategic Brand Management Process.</li><li>2. Discuss Steps of Brand Building.</li><li>3. Explain The Big Five, Free Association in detail.</li><li>4. Elaborate Online Brand Promotions.</li><li>5. Explain with advantages and disadvantages of the Global Marketing Program.</li></ol>

**NOTE: Please write an appropriate answer and the length of the answer has to be up to the mark.**



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Mangavkar

BAMMC  
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DI/R-IPS/EXAM/00

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