

7. List and explain the methods available for measuring brand equity.

**Unit-IV**

8. What do you mean by brand hierarchy? Explain.
9. What are advantages and disadvantages of brand extension? Explain.

Roll No. ....

**56060**

**M.B.A. 2 Year 3rd Semester  
(N.S.) Batch 2011-13**

**Examination-December, 2015**

**Brand Management**

**Paper-MBA-321**

**Time : 3 hours**

**Max. Marks : 80**

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard will be entertained after the examination.

**Note :** The question paper is divided in two sections. Section-A comprising eight short answer type questions (carrying two marks each, which are **compulsory**. Answer to each question should not exceed 50 words normally) Section B comprising 8 questions (2 questions from each unit). The students are required to attempt **four** questions selecting **one** question from each unit. All questions carry equal marks.

## Section-A

### 1. Short answer type questions :

- (a) "Brand aims at creating monopoly." Comment.
- (b) "Brand extension strategy is about external leverage". Comment.
- (c) "Line extension is like carpet bombing strategy". Comment.
- (d) What is the difference between product and brand? <http://www.HaryanaPapers.com>
- (e) Discuss in brief about brand proliferation.
- (f) What do you mean by brand association?
- (g) Write down the methods of setting pricing to build brand equity.
- (h) Write in brief about multiple branding.

## Section-B

### Unit-I

2. What do brands mean to you? What are the branding challenges and opportunities ?
3. Can every brand achieve resonance with its customer? Why or why not? Which brands do you have the most resonance with?

### Unit-II

4. What do you mean by co-branding? Discuss in detail advantages and disadvantages of co-branding. <http://www.HaryanaPapers.com>
5. List and explain the methods available for leveraging secondary brand.

### Unit-III

6. Online brand building is still in infant stage in India, why? And how you can capture the market performance of online communication in India?