

Roll No.

56060

MBA 2 Yr. 3rd Sem.(N.S.) Batch 2011-13

Examination – December, 2012

BRAND MANAGEMENT

Paper : MBA-321

Time : Three hours]

[Maximum 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 examination.

Note : The question paper is divided in two sections. Section 'A' comprising eight small answer type questions and 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 have to attempt **four** questions selecting **one** question from each unit. All question carry Equal Marks.

SECTION – A

1. Short Answer Type Question

- (i) What is the importance of branding ?
- (ii) What do you mean by brand hierarchy ?
- (iii) Define Brand Positioning.

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- (iv) What is Marketing Mix ?
- (v) Mention any *two* precautions to be taken in Product Launch.
- (vi) Give an example of Brand Repositioning.
- (vii) Define market segmentation
- (viii) Enlist sources of brand equity

SECTION – B

UNIT – I

- 2. Discuss in detail Strategic Brand Management process and Brand challenges & opportunities in today's world of global environment.
- 3. Write detailed note on customer based brand equity.

UNIT – II

- 4. What are different models of communication ? How secondary brand knowledge can be helpful in building brand equity ?
- 5. What do you mean by brand knowledge pyramid ?

UNIT – III

- 6. How the "Brand equity management" system is established ?
- 7. How sources of brand-equity" and "customer-mindset" is measured ?

UNIT - IV

8. Discuss in detail about Brand Extension/stretching with proper illustrations. What are its advantages and disadvantages ?
 9. Explain with suitable examples about brand product Matrix.
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