

Roll No. ....

**5606**

**MBA 2 Year 3rd Seme (New Scheme)**

**Batch 201 13**

**Examination – Decem-ber, 2013**

**BRAND MANAGEMENT**

**Paper : MB**

Time : Three hours ]

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 will be divided into two sections. **Section A** shall comprise 8 short questions carrying 2 marks each which are compulsory. Answer to each question should not exceed 50 words normally. **Section B** shall comprise 2 questions (2 questions from each unit). The student will be required to attempt **four** questions in all (2 questions from each unit). All questions will carry equal marks.

Maximum Marks : 80

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

<https://www.rndupapers.com>

- (ii) Discuss in brief a brand proliferation.
- (iii) What do you mean by brand association ?
- (iv) Write down the methods of setting pricing to build brand equity.
- (v) Write in brief about multiple branding.
- (vi) Give an example of brand Repositioning.
- (vii) Define market segmentation.
- (viii) Enlist sources of brand equity.

**SECTION - B**

2. What do brands mean to you and also discuss in detail the concept of brand equity ?
3. "Can every brand have resonance with its customer" explain the statement with reference to Strategic Brand Management Process.
4. How brand equity can be built by Integrated Marketing Communication ?
5. Discuss in detail concept of leveraging secondary

https://www.ndupapers.com