

Roll No.

56060

**M.B.A. 2 Year 3rd Semester
(New Scheme) Batch 2011-2013**

Examination–December, 2014

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) What is the difference between product and brand ?
- (b) Discuss in brief about brand proliferation
- (c) What do you mean by brand association ?
- (d) Enlist the methods of setting pricing to build brand equity
- (e) Write in brief about multiple branding
- (f) What do you mean by celebrity endorsement ?
- (g) What do mean brand equity ?
- (h) What do you mean by brand hierarchy ?

Section-B

Unit-II:

- 2. What do brands mean to you ? What are the branding challenges and opportunities ?**

3. Elaborate the steps in strategic brand management process.

Unit-II:

4. What do you mean by co-branding. Discuss in detail advantages and disadvantages of co-branding.
5. Explain in detail the marketing programs to build brand equity.

Unit-III:

6. How the "Brand equity management" system is established and how sources of brand-equity? and "customer-mindset" is measured?
7. Explain different techniques of qualitative research.

Unit-IV

- 8. How do customers evaluate brand extensions ? Explain how to evaluate brand extension opportunities.**

 - 9. Explain in detail the Management of Product Strategy over product life cycle.**
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