

- (b) "Tests of market performance look at whether specific investment strategies earn excess returns." Elaborate the statement.

**Unit-IV**

8. "As the firm expands in international market, issues relating to brand architecture or brand structure become even more complex. Critically evaluate International branding strategy.
9. (a) Explain brand product matrix.  
(b) Critically examine the branding for global markets in detail? Explain the different branding strategies to be followed when a product is marketed globally.

**56060**

**M.B.A. 2 Yr. 3rd Sem. (N.S.)  
Batch 2011-2013**

**Examination- December, 2016**

**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 :** Attempt **four** questions from Section-B selecting **one** question from each unit. Section-A is **compulsory**. All questions carry equal marks.

**Section-A**

1. (a) Specify the benefits of brand building.

- (b) Define brand value chain.
- (c) Illustrate the role of brand ambassadors with suitable examples.
- (d) What are the challenges faced in branding?
- (e) Give difference between branding and re-branding with suitable examples
- (f) Critically examine the branding procedure followed in India.
- (g) Explain the role of brand manager?
- (h) Define brand hierarchy.

**Section-B**

**Unit-I**

2. (a) Define brand values. What is the relationship among price, performance, equity and category dynamics of brand value ?
- (b) What is positioning? Discuss the factors affecting positioning.

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3. Differentiate between Internal and External Branding. Discuss, as to why internal branding is important for an organization with examples.

**Unit-II**

4. Describe the role of marketing communication in building brand equity.
5. What are the advantages & disadvantages of celebrity endorsement? Explain with examples

**Unit-III**

6. How the "Brand equity management" system is established and how sources of brand-equity" and "customer-mindset" is measured?
7. (a) Describe the qualitative techniques used for capturing the customer mindset.

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[ Turn Over