

UNIT – IV

8. How do customers evaluate brand extensions ?
Explain how to evaluate brand extension opportunities.
9. Explain in detail about managing brands over time with suitable example.

Roll No.

12052

**MBA 2 Year 3rd Semester (CBCS)
Examination – December, 2017**

BRAND MANAGEMENT

Paper : 16IMG23GM1

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 into *two* Sections. Section 'A' comprising 8 short answer type questions (carrying *two* marks each) which is *compulsory* and should not exceed 50 words normally). Section-B comprising 8 questions (2 questions from each unit). The students shall be required to attempt *four* questions selecting *one* question from each Unit. All questions carry equal marks.

SECTION – A

1. Short Answer Type Questions :

- (a) Enlist drivers of brand positioning.
- (b) How a brand can create an establish brand values ?
- (c) What do you mean by co-branding ?
- (d) Enlist the methods of setting pricing to build brand equity.
- (e) Enlist some of the examples of unique 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 – I

2. What do brands mean to you ? Explain the elements and strategic importance of branding ?

12052-1850-(P-4)(Q-9)(17) (2)

3. Elaborate the concept of Customer Based Brand Equity Pyramid.

UNIT – II

4. What do you mean by leveraging secondary associations ? Discuss in detail advantages and disadvantages of leveraging.
5. What is the process of integrating marketing communication programs to build brand equity ? Explain.

UNIT – III

6. How the Brand equity management system and sources of brand-equity are established and measured ?
7. Explain different techniques of measuring outcomes of brand equity.

12052-1850-(P-4)(Q-9)(17) (3)

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