

Roll No. ....

**12052**

**MBA 2 Year 3rd Semester (CBCS)**

**Examination – December, 2018**

**BRAND MANAGEMENT**

Paper : 17IMG23GM1

***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. Sections 'A' comprises 8 short answer type questions (carrying *two* marks each) which is *compulsory* and should not exceed 50 words normally. Section 'B' comprises 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. Question No .1 Short Answer Type Question :**
- (a) What is the importance of branding ?
  - (b) What do you mean by brand audit ?

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- (c) Define Brand Positioning.
- (d) Mention any *two* precautions to be taken in branding.
- (e) Give an example of Brand Repositioning.
- (f) Define market segmentation.
- (g) Enlist sources of brand equity.
- (h) Give any *two* examples of brand extension.

**SECTION - B**

**UNIT - I**

- 2. What do mean by internal branding ? Explain the process of strategic brand Management.
- 3. Elaborate the steps in customer based brand equity.

**UNIT - II**

- 4. Explain in detail the integrated marketing communication to build brand equity.
- 5. How the "Brand communication" system is established through celebrity Endorsement ?

**UNIT - III**

- 6. How the Brand Equity Management Process is established ?
- 7. What are the sources of brand Communication is measured ? Explain.

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**UNIT - IV**

- 8. What do mean by brand- product matrix ? Explain.
- 9. Explain in detail the branding strategies for brand extension.

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