

UNIT – IV

8. (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.
9. Discuss the factors you need to consider before extending a brand. Explain the different types of brand extension strategies with suitable from India.

Roll No.

12052

MBA 2 Year 3rd Semester (CBCS) Examination – December, 2019

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 : 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) Define Brand Value.
- (b) What is brand licensing ?
- (c) What is Co-Branding ?

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- (d) Define brand value.
- (e) What is brand promotion ?
- (f) What is Re-branding ?
- (g) Define brand Audit.
- (h) Write about Brand Personality.

SECTION – B

UNIT – I

2. What is meant by Brand Positioning ? Discuss its importance in terms of success of any brand. Explain the brand positioning strategies with suitable examples.
3. "A corporate brand offers a host of potential marketing advantages, but only if corporate brand equity is carefully built and nurtured." Justify citing the role consumers play in building a brand. Explain the steps involved in Brand building.

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UNIT – II

4. Discuss factors contributing to the success or failure of a brand in the market place by picking up one example each from an FMCG and Consumer Electronics your choice.
5. What is celebrity endorsement of a brand ? Explain the role of celebrities as brand ambassadors with successful brands in India ?

UNIT – III

6. How the "Brand equity management" system is established and how sources of brand-equity" and "customer-mindset" is measured ?
7. Describe the following qualitative techniques of measuring customers' mindset :
 - (a) Free association
 - (b) Projective techniques
 - (c) Brand personality and values
 - (d) Experimental methods

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