

S.D.E.

M.B.A. (E) Sem-IV (2 Year Course) : SUMMER - 2019
SUBJECT: Elective-IV: a) BRAND MANAGEMENT
(MARKETING MANAGEMENT)

Day: Thursday
Date: 16/05/2019

S-2019-5228

Time: 02.00 PM TO 05.00 PM
Max Marks: 70

N.B:

- 1) Attempt any **THREE** questions from Section-I and any **TWO** questions from Section-II.
- 2) All question carry **EQUAL** marks.
- 3) Answers to both the sections should be written in **SAME** answer book.

SECTION-I

- Q.1** Explain the term “Brand”. Describe various Brand characteristics with suitable examples. (14)
- Q.2** Explain brand life cycle in detail with example. (14)
- Q.3** Explain Brand loyalty. How is it beneficial for a FMCG company, to launch its new products? (14)
- Q.4** “Appropriate brand positioning is key to success of the brand”. Comment. (14)
- Q.5** Write short notes on **ANY TWO** of the following: (14)
- a) Brand Equity
 - b) B2B Branding
 - c) Brand Confusion
 - d) Brand Franchise

SECTION-II

- Q.6** Explain brand building process in case following products (14)
- i) Domino’s Pizza
 - ii) Apple’s i-phone
- Q.7** You are appointed as a marketing manager for Nokia. Explain brand repositioning strategy in case of Nokia’s latest smartphone. (14)
- Q.8** Elaborate brand extension strategy of AMUL. (14)

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