

S.D.E.
M.B.A. Sem-IV (2013 Course) : SUMMER - 2019
SUBJECT: ELECTIVE – VII: BRAND MANAGEMENT
(MARKETING MANAGEMENT)

Day: Wednesday
Date: 22/05/2019

Time: 02.00 PM TO 05.00 PM
Max. Marks: 70

S-2019-5069

N.B.:

- 1) Attempt any **THREE** questions from Section –I and any **TWO** questions from Section -II
 - 2) Figures to the right indicate **FULL** marks.
 - 3) Answers to both the sections should be written in **SAME** answer book.
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SECTION-I

- Q.1** How do you assess brand success? What is the role of emotion in brand building? **(14)**
- Q.2** Explain the role of trust in brand management with examples. **(14)**
- Q.3** The value of intangible element of brand is highly significant in brand building process. Do you agree? Justify your answer. **(14)**
- Q.4** Write short notes on Any **TWO**: **(14)**
- a) Retailer issues in Branding
 - b) Brand Loyalty
 - c) Brand positioning
- Q.5** Is personality of Brand Ambassador affects on sales of products? **(14)**

SECTION-II

- Q.6** “Parleji’s success is based on correct positioning”. Is it true? Justify your answer. **(14)**
- Q.7** What is the difference between corporate branding and consumer branding? **(14)**
- Q.8** Discuss various factors in detail which is affecting the brand. **(14)**

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