

S.D.E.

M.B.A. SEM-II (2013 COURSE) : SUMMER - 2018
SUBJECT : BRAND MANAGEMENT AND CONSUMER BEHAVIOUR

Day : **Wednesday**
Date : **20/06/2018**

S-2018-4385

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) Figures to the right indicate **FULL** marks.
- 3) Answers to both the sections should be written in **SEPARATE** answer books.

SECTION - I

- Q. 1** How is brand important in the current situation of intense competition? (14)
- Q. 2** What are the methods for creating and managing brand identity? (14)
- Q. 3** “Brand building and brand leadership are two important tasks for achieving success in the market”. Comment. (14)
- Q. 4** Why is the role of consumer behavior increasing in marketing management? (14)
- Q. 5** Explain the consumer adoption process. Give examples. (14)

SECTION – II

- Q. 6** Discuss branding efforts of IPL. (14)
- Q. 7** European brand ‘Danone’ famous for their yogurts and allied products is now available in malls. Advise them about building their brand in India against local competition. (14)
- Q. 8** Vodafone and Idea cellular are merging their operations. How they can create a new brand for the merged company? (14)

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