

S.D.E.

M.B.A. (E) SEM-IV (2 YEAR COURSE) : SUMMER - 2018

SUBJECT: Elective-IV: a) BRAND MANAGEMENT
(MARKETING MANAGEMENT)

Day: **Tuesday**
Date: **05/06/2018**

S-2018-4591

Time: **02.00 P.M. TO 05.00 P.M.**
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 **SEPARATE** answer book.

SECTION-I

- Q.1 What do brands mean to you? Describe in detail Brand attributes with suitable examples. (14)
- Q.2 Pick a brand of your choice. Assess the extent to which the brand is achieving the various benefits of brand equity. (14)
- Q.3 Explain perspectives of brand identity with suitable examples. (14)
- Q.4 "Right brand positioning is important for the success". Comment. (14)
- Q.5 Write short notes on **ANY TWO** of the following: (14)
- a) Brand Image
 - b) Celebrity Branding
 - c) Brand Repositioning
 - d) Service Branding

SECTION-II

- Q.6 Discuss brand building process in case of following brands. (14)
- i) Titan watch
 - ii) Bajaj Pulsar
- Q.7 Explain brand repositioning strategy for Tata's Nano car to boost the sale of the car. (14)
- Q.8 Elaborate brand extension strategy of Patanjali. (14)

* * * *