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S.D.E.
M.B.A. SEM-IV (2013 COURSE) : SUMMER - 2018
SUBJECT: Elective-VII: BRAND MANAGEMENT
(Marketing Management)

Day: **Tuesday**
Date: **26/06/2018**

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

S-2018-4432

N.B:

- 1) Attempt any **THREE** questions from Section-I and **TWO** from Section-II.
- 2) Figures to the right indicate **FULL** marks.
- 3) Both the sections should be written in **SEPARATE** answer books.

SECTION-I

- Q.1** What is brand? Explain various attributes by which brand can be identified. (14)
- Q.2** 'Symbols, logos connect the brand and a consumer' Justify the statement. (14)
- Q.3** How do companies reposition their products? Explain with suitable examples. (14)
- Q.4** What is brand extension? Under which circumstances is brand extension more successful? (14)
- Q.5** Write short notes on any **TWO** of the following: (14)
- a) B2B branding
 - b) Brand Confusion
 - c) Brand Personality

SECTION-II

- Q.6** How will you measure brand equity of a new brand of ice cream recently launched in India? (14)
- Q.7** You are brand manager of Nokia mobile. Which celebrity you will use for launching of new 3310 mobile handsets. Justify your answer. (14)
- Q.8** You are brand manager of newly launched brand of soft drink company. Suggest suitable sources of brand identity with due justification. (14)

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