

**S.D.E.**  
**M.B.A. (E) Sem-IV (2 Year Course) : WINTER - 2018**  
**SUBJECT: ELECTIVE-IV: BRAND MANAGEMENT**  
**(MARKETING MANAGEMENT)**

Day: Friday  
Date: 07/12/2018

**W-2018-4767**

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

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**N.B.:**

- 1) Attempt **ANY FOUR** questions from Section –I. Each question carries **10** marks.
  - 2) Attempt **ANY TWO** questions from Section –II. Each question carries **15** marks.
  - 3) Answer to both the sections should be written in **SEPARATE** answer book.
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**SECTION-I**

- Q.1** How do customers evaluate brand extension? Explain how to evaluate brand extension opportunities.
- Q.2** Explain Brand Leveraging. What are the merits and demerits of brand leveraging?
- Q.3** What are the steps involved in brand building? Explain.
- Q.4** What is Brand architecture? How will you manage the brand portfolio in current scenario?
- Q.5** Write short notes on Any **TWO** of the following:
- a) Brand loyalty
  - b) Service brand
  - c) Retail issues in branding

**SECTION-II**

- Q.6** Pick a brand. Assess the extent to which the brand is achieving the various benefits through celebrities.
- Q.7** “Brand is the most enduring asset of an organization”. Is it correct?
- Q.8** “Only branding and advertising without value to the end user is no branding” Discuss the statement with examples.

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