

S.D.E.

M.B.A. (E) SEM-IV (2 YEAR COURSE) : WINTER - 2017

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

Day: **Friday**
Date: **22/12/2017**

W-2017-4400

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** Describe the term “Brand Personality” in detail with suitable examples. (14)
- Q.2** Define “Brand Leverage”. Explain the importance of brand leverage. (14)
- Q.3** Explain brand identity structure with reference to value position and credibility. (14)
- Q.4** What is brand positioning? Explain with suitable example. (14)
- Q.5** Write short notes on **ANY TWO** of the following: (14)
- a) Brand Association
 - b) Brand Ambassador
 - c) Brand Perception
 - d) Brand Image

SECTION-II

- Q.6** Explain brand repositioning strategy for Tata’s Nano car to boost the sale of the car. (14)
- Q.7** Elaborate brand extension strategy for Nestle (14)
- Q.8** Explain online brand promotion strategy for launching a product of your choice. (14)

* * * *