

S.D.E.

M.B.A. SEM-IV (2013 COURSE) : WINTER - 2017

**SUBJECT: Elective-VII: BRAND MANAGEMENT
(Marketing Management)**

Day: **Friday**
Date: **29/12/2017**

W-2017-4241

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

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.
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SECTION-I

- Q.1** What is brand? Explain various attributes by which brand can be identified. (14)
- Q.2** Define the term brand identity. Explain brand identity through brand identity prism. (14)
- Q.3** How do companies reposition their products? Explain with suitable examples. (14)
- Q.4** What is customer- based brand equity (CBBE)? Explain in details methods of measuring brand equity. (14)
- Q.5** Write short notes on any **TWO** of the following: (14)
- a) Celebrity branding
 - b) B2B branding
 - c) Brand Confusion

SECTION-II

- Q.6** You are brand manager of newly launched brand of milk products. Suggest suitable sources of brand identity with due justification. (14)
- Q.7** Explain in detail the process by which a nationally famous brand is developed into a global brand. (14)
- Q.8** Suggest brand extension strategies for marketers of: (14)
- a) Car
 - b) Oil Paint

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