

S.D.E.

M.B.A. SEM-V (2010 COURSE)(3 YEAR COURSE) :

WINTER - 2017

SUBJECT: ELECTIVE-VII: a) BRAND MANAGEMENT
(MARKETING MANAGEMENT)

Day: Friday
Date: 15/12/2017

W-2017-4309

Time: 10.00 A.M. TO 01.00 P.M.
Max Marks: 70

N.B:

- 1) Attempt any **FOUR** questions from Section-I.
- 2) Attempt any **TWO** questions from Section-II.
- 3) Figures to the right indicate **FULL** marks.

4) Answer to both the **SECTION** should be written in **SEPARATE** answer books.
SECTION-I

- Q.1 What is a brand? Explain giving examples. (10)
- Q.2 Explain the following terms: (10)
- a) Perspectives of brand identity; brand identity structure.
 - b) Organizational association; Brand loyalty.
- Q.3 What do you understand by 'Organizing brand building & brand leadership'? (10)
- Q.4 Explain with examples what brand confusion is, and brand beyond advertising. (10)
- Q.5 Write short notes on **ANY TWO** of the following: (10)
- a) Brand equity- measuring of brand equity
 - b) B2B branding
 - c) Service branding
 - d) Brand extension

SECTION-II

- Q.6 Prepare a Plan to organize 'Brand Positioning' of a newly developed highly effective tooth paste produced by your company? (15)
- Q.7 An UK- based established food products manufacturing company advertised to make and market their branded process food product in India- prepare a proposal to get this franchise by your company. (15)
- Q.8 Describe with example 'Cost- based' and consumer based methods for achieving Brand Equity. (15)

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