

CDOE
MASTER OF BUSINESS ADMINISTRATION (2013 COURSE)
M.B.A. Sem-IV : WINTER :- 2021
SUBJECT: BRAND MANAGEMENT

Day : Wednesday
Date 23-02-2022

W-9999-2021

Time : 02:00 PM-05:00 PM
Max. Marks: 70

N.B.:

- 1) Attempt **ANY FOUR** questions from Section – I and attempt **ANY TWO** questions from Section – II.
 - 2) Answers to both the sections should be written in **SEPARATE** answer book.
 - 3) Figures to the right indicate **FULL** marks.
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SECTION – I

- Q.1** What is Brand Identity? Elaborate the perspectives of Brand Identity with suitable examples. **[10]**
- Q.2** What is Brand Repositioning? Discuss in detail. **[10]**
- Q.3** Explain the tasks involved in Brand Leadership. **[10]**
- Q.4** Describe the role of sponsorship in Brand management? **[10]**
- Q.5** How will you define brand success? Explain with suitable examples. **[10]**
- Q.6** Write short notes on **ANY TWO** of the following:: **[10]**
- a) Brand Equity
 - b) Brand Franchise
 - c) Brand Loyalty

SECTION – II

- Q.7** Justify the selection of your choice of brand ambassadors for given products. **[15]**
- a) Mahindra's SUV (Sports Utility Vehicle)
 - b) e-bike
 - c) Water Purifier
- Q.8** Discuss the promotional strategy for the new brand for packaged 'Lassi' offered by AMUL INDIA'. **[15]**
- Q.9** Discuss the branding strategy for given products in competitive market of Rival Brand: **[15]**
- a) Sedan Cars
 - b) Branded Jewellery
 - c) LCD TVs

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