

NEW

2016

M B A

4th Semester Examination

Subject : BRAND MANAGEMENT

(Specialization : Marketing Management)

PAPER—M-402

Full Marks : 100

Time : 3 Hours

The figures in the right-hand margin indicate full marks.

Candidates are required to give their answers in their own words as far as practicable.

Illustrate the answers wherever necessary.

1. Answer any *eight* questions :

8×5

(a) What is the difference between product and brand ?

(b) What is brand Re-launching ? Explain with an example.

(Turn Over)

- (c) What is Brand Equity ? Why is it important for an organization ?
- (d) 'A Brand extension is the common phenomenon in the brand market' — Illustrate with example.
- (e) Discuss about the advantages and disadvantages of celebrity endorsement in branding.
- (f) Write a note on 'co-branding'.
- (g) What are brand identities ? Classify.
- (h) How do you assess the value of a brand ? Explain with a hypothetical example.
- (i) What is brand rejuvenation ? Explain with an example.
- (j) State the concept of 'Brand Carnival Sales' with an example.
- (k) What is tag line ? Explain with examples.
- (l) Discuss the concept of revitalization of brand with example.

2. Answer any *four* questions : 4×10

- (a) What do you mean by the term 'strong brand' ?
Why do organizations look for strong branding ?

3+7

- (b) What is brand audit? State the benefits of brand audit. 5+5
- (c) What is brand positioning? Discuss with suitable example various methods of brand positioning. 3+7
- (d) What do you mean by brand building? How do you develop an effective brand building strategies to attract consumers? 3+7
- (e) What do you mean by brand hierarchy? Schematically explain brand hierarchy of a company. 3+7
- (f) A leading hair oil company plans to enter into the antiseptics cream business in competition with the market leader Boroline. Discuss the positioning and Brand building strategies that the company can use. 10

[Internal Assessment : 20 Marks]
