

NEW

2017

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 another name of "brand mantras" ? State, the importance of it in Marketing. 5
- (b) What is Single Brand ? Explain with an example. 5

5
(Turn Over)

- (c) What do you mean by strong brand ? How can strong brand be built ? 5
- (d) What do you mean by brand failure ? State the way by which brand failure can be recovered. 5
- (e) State the importance of 'brand personality'. 5
- (f) Write a short note on Brand audit. 5
- (g) Explain the terms : 5
- (i) Category-related positioning.
 - (ii) Benefit related positioning.
- (h) Explain the concept of brand extension with a suitable example. 5
- (i) How does brand differ from product ? 5
- (j) Discuss the concept of brand anatomy with a suitable example. 5
- (k) Distinguish between point of parity and point of difference in branding. 5
- (l) What is brand rejuvenation ? Explain with an example. 5

2. Answer any *four* questions : 4×10
- (a) How would you measure brand equity? 10
- (b) Do brands create value, provide value or reduce value for customer. Explain. 10
- (c) Define Celebrity Endorsement in branding. "Indian TV advertisement is full of celebrities", discuss the reasons for the same. State the drawbacks of Celebrity Endorsement in branding. 6+4
- (d) 'Brands are important for marketers as well as customer'. Examine the validity of the statement. 10
- (e) Brand revitalization does not always lead to success. Comment on this statement. 10
- (f) Emami international is planning to introduce face wash for female in the Indian market. Assume that you are appointed as the brand manager. Design the brand elements for face wash. 10

[Internal Assessment : 20 Marks]
