

2018

MBA

4th Semester Examination

BRAND MANAGEMENT

(Specialisation : Marketing Management)

PAPER—M-402

Subject Code—09

Full Marks : 100

Time : 3 Hours

The figures in the margin indicate full marks.

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

Illustrate the answers wherever necessary.

Group-A

1. Answer any *eight* questions from the following : 8×5

(a) What do you mean by 'co-branding'? State the disadvantages of co-branding?

(Turn Over)

- (b) Distinguish between product and brand with suitable example.
- (c) What is brand rejuvenation ? Explain with example.
- (d) Can anything be branded ? Justify with your answer.
- (e) What is brand audit ? State the benefits of brand audit.
- (f) Discuss the brand anatomy of "Coca-Cola".
- (g) What is meant by Brand Positioning ? Why brand positioning is important ? Illustrate your answer with suitable example.
- (h) What is brand endorsement ? Explain role of celebrities in endorsing the brand.
- (i) Define the terms with suitable examples : Store brand, Brand vision, Brand Leverage.
- (j) What do you mean by "brand ambassador" ? State the role of brand ambassador in branding strategy.
- (k) Explain the factors that influence Brand Loyalty.

- (l) Discuss the importance of building brand image. Explain how to compete with foreign brands.

Group-B

2. Answer any *four* questions from the following : 4×10

- (a) What do you mean by the term strong brand ? Why organizations looking for strong branding ? Discuss with an example.
- (b) What do you mean by brand hierarchy ? Schematically explain brand hierarchy of a company.
- (c) Explain with examples the process of building brands. Explain the importance of building brands in the process of New Product Development.
- (d) "For any successful brand, brand equity plays a dominant role" — Explain the techniques of measuring brand equity. Explain managing brand equity with reference to brand revitalization and brand crisis.

- (e) Discuss what factors contribute to the success or failure of a brand in the market place by picking up one example each from an FMCG and Consumer Electronics your choice.
- (f) Write short note (any two) :
- (i) Rebranding ;
 - (ii) Brand Extension ;
 - (iii) Brand Mark.

[Internal Assessment : 20]
