

2019

MASTER OF BUSINESS ADMINISTRATION

4th Semester Examination

BRAND MANAGEMENT

(MARKETING MANAGEMENT)

PAPER – MBA 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.

(Turn Over)

Group-A

- (I) Answer *any EIGHT* questions: 8×5
- 1) 'Brands are important for marketers as well as customer' justify your answer with example.
 - 2) What do you understand by brand management? Explain with an example.
 - 3) What do you mean by strong brand? How is it built?
 - 4) What do you mean by brand failure? State the way to recover brand failure.
 - 5) What do you mean by "brand ambassador"? Does brand ambassador create additional brand image?
 - 6) What is brand mantra? Mention brand mantra of two companies that you prefer?
 - 7) Explain the concepts of Rebranding with illustrations.
 - 8) What is brand extension? Explain the line extension with a suitable example.
 - 9) How does brand differ from product?
 - 10) Discuss the concept of brand anatomy with a suitable example.
 - 11) What do you mean by co - branding? State its advantages.
 - 12) What is brand rejuvenation? Explain with an example.

Group-B

(II) Answer any **FOUR** questions: 4×10

- 13) i) Define Celebrity Endorsement in branding.
 ii) "Indian TV advertisement is full of celebrities"
 – Discuss the reasons for the same.
 iii) State the drawbacks of Celebrity Endorsement
 in branding? (3+3+4)
- 14) What is brand audit? Do brands create value,
 provide value or reduce value for customer?
 Justify your answer. (3+7)
- 15) What is Brand Equity? What are its sources?
 Explain the need for brand equity in the market
 now-a-days both for the customer and marketer?
(2+3+5)
- 16) Discuss the need for brand knowledge in the
 minds of customer. As a marketer what will be
 your strategy towards brand building? (5+5)
- 17) Explain briefly the process of brand re – launch.
 What are strategies used by the marketer to re –
 launch his brand in the market? (5+5)
- 18) Comment on the performance of the Brand in
 selling its fast food for 3 cities with the help of
 BDI.

Total Units Sold Nationally of Brand Nestle	7, 00, 00, 000		
Total Household Nationally	2, 50, 00, 000		
Name of the city	Kolkata	Delhi	Mumbai
Units sold	45, 00, 000	28, 50, 000	37, 00 000
Total no of households	6,00, 000	4,00, 000	5,10, 000

[Internal Assessment – 20 Marks]