



বিদ্যাসাগর বিশ্ববিদ্যালয়

**VIDYASAGAR UNIVERSITY**

**MBA Examinations 2020  
Semester IV**

**Subject: Brand Management  
(Specialization: Marketing)**

**Paper Code: MBA-403**

**Full Marks: 80**

**Time: 3hrs.**

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

**Answer any one of the following:**

1. A Brand extension is the common phenomenon in the brand market. Illustrate the need for brand extension?
2. Positioning the image of brand in the minds of customers is an art. Do you agree with the statement?
3. "Brand leveraging is a common phenomenon in the brand market"- Discuss brand leveraging strategies with an example.
4. What is brand loyalty? As a brand manager, what can be done to make ensure that customers remain brand loyal?
5. "Beauty is a greater recommendation than any letter of introduction"- Justify your answer with reference to celebrities endorsement in brand building.
6. Brand is the most enduring asset of an organization- Illustrate your answer.



7. Managing a brand involves management of the brand's identity, personality, positioning and other related factors- Explain.
8. Brand is built in the minds of people. Do you agree? Explain this in context to —Asian Paints.
9. A leading hair oil company plans to enter into the antiseptic skin cream business in competition with the market leader Boroline. Discuss Brand building strategies that the company can use.
10. What is brand re-launch? What are strategies used by the marketer to re-launch his brand in the market?
11. Brand revitalization does not always leads to success. Comment on this statement.
12. Is there any relationship between brand personality and human personality? if so comment briefly.