

**2022**

**M B A**

**4th Semester Examination**

**BRAND MANAGEMENT**

**(Specialisation : Marketing Management)**

**PAPER—M—403**

*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.*

*Answer all questions.*

1. Answer any eight questions. 8×5

(a) How is brand different from Product? Discuss briefly.

*(Turn Over)*

- (a) "Beauty is a greater recommendation than any letter of introduction" — Justify your answer with reference to celebrities endorsement in brand building.
- (c) What is brand rejuvenation? Explain with examples.
- (d) 'Brand Mantra is nothing but brand positioning Strategy' — Illustrate your answer.
- (e) Can anything be branded? Justify your answer, with suitable examples.
- (f) What is brand Re-launching? Discuss with suitable examples.
- (g) "Brand leveraging is a common phenomenon in the brand market" – Discuss brand leveraging strategies with an example.
- (h) What do you mean by family brand? Give an example.
- (i) Discuss the brand anatomy of "Apple", with a suitable diagram.

- (j) What do you mean by 'brand ambassador'? State the role of brand ambassador in branding strategy.
- (k) 'Brands are important for marketers as well as customers' - Justify your answer with example.
- (l) What is brand loyalty? As a brand manager, what can be done to make sure that customers remain brand loyal?

2. Answer any *four* questions. 4×10

- (a) What do you mean by strong brand? How to build strong brand? Explain with a hypothetical example. 4+6
- (b) What is brand colour psychology? Why is colour psychology in branding important? Discuss with examples. 3+7
- (c) What is brand audit? Do brands create value, provide value or reduce value for customer? Justify your answer. 2+8

- (d) What do you mean by brand positioning?  
Discuss different methods of brand positioning strategies with suitable examples. 3+7
- (e) 'Brand revitalization does not always leads to successes' - Comment on this statement.
- (f) 'It is important to create brand knowledge in the mind of customer' - Illustrate your answer with suitable examples.

**[ Internal Assessment - 20 Marks ]**

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