

Roll No.

MS–510/MM–2206

Brand Management

(ब्रांड प्रबन्ध)

Master of Business Administration/P. G. Diploma
in Marketing Management

(MBA–10/12/13/16/17/PGDMM–10/16/17)

Fourth/Second Semester, Examination, 2018

Time : 3 Hours

Max. Marks : 80

Note : This paper is of **eighty (80)** marks containing **three (03)** Sections A, B and C. Learners are required to attempt the questions contained in these Sections according to the detailed instructions given therein.

Section–A

(Long Answer Type Questions)

Note : Section ‘A’ contains four (04) long answer type questions of nineteen (19) marks each. Learners are required to answer *two* (02) questions only.

1. What is meant by brand positioning ? Explain the steps involved in the process of brand positioning. Elaborate the role of brand managers in a globalised enterprise.
2. Explain brand extension with its advantages and disadvantages. Elaborate the different methods of measuring the brand performance.

(B-67) P. T. O.

3. Elaborate Brand positioning and steps involved in the process of brand positioning. Elaborate the role of Brand managers in a Globalised enterprise.
4. Elaborate various types of Brand Promotion methods adopted by Multinational Companies and also explain the parameters measuring brand performance. Enumerate the role of celebrities as brand ambassador with successful brands in India.

Section-B

(Short Answer Type Questions)

Note : Section 'B' contains eight (08) short answer type questions of eight (08) marks each. Learners are required to answer *four* (04) questions only.

1. Explain functions and significance of brand with an example.
2. Explain types of brand with an example.
3. Illustrate steps involved in strategic brand management process.
4. Define Co-branding.
5. Define Brand elements.
6. What is Brand equity ?
7. What is Brand extension ?
8. What is Brand reinforcement ?

Section-C

(Objective Type Questions)

Note : Section 'C' contains ten (10) objective type questions of one (01) mark each. All the questions of this section are compulsory.

State whether the following statements are True *or* False :

1. Brand attitude defines what the brand thinks about the consumer, as per consumer.

2. Brand Positioning includes two aspects of brand; its association and its personality.
3. A marketer need to understand that some general traits of a brand name are easy to recognize and easy to pronounce.
4. A narrow scope strategy reduces the risks associated with competition.
5. Brand equity is the value that is attached to the brand.
6. Branding is one area of the marketing mix in which standardization is relatively high.
7. For commodities, branding is undesirable.
8. Brand selection has shifted somewhat from being less art to becoming more science.
9. International brands are not subject to price control.
10. When deciding on whether a private brand is to be used, the least dependent party has less bargaining power.