

7. How can sales promotions help in building a brand.
8. Evaluate the country-of-origin effect on building brand equity.

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)

4th/2nd Semester, Examination-2019**Time : 3 Hours****Max. Marks : 80**

Note - This Paper is of Eighty (80) marks divided into two (02) Sections A and B. Attempt the Questions contained in these sections according to the detailed instructions given therein.

Section - A**(Long-Answer-Type Questions)**

Note - Section 'A' contains Five (05) long-answer-type questions of Fifteen (15) marks each. Learners are required to answer any Three (03) questions only.

(3 × 15 = 45)

1. Discuss why an organization needs to build a brand, when it can simply sell its products and reap profits without having to spend on brand building. Elaborate by suitable examples.

2. Discuss how an organization can undertake strategic analysis for the identification of brand opportunities.
3. Delineate any three factors influencing the process stage of the purchase decision making process. Which according to you is the most important factor for branding strategy and why?
4. Think of the country in which you live. What image might it have with consumers in other countries? Are there certain brands or products that are highly effective in leveraging that image in global markets?
5. Define the different types of brand extensions. List the main advantages and disadvantages of brand extensions.

Section - B
(Short-Answer-Type Questions)

Note - Section 'B' contains Eight (08) short-answer-type questions of Seven (07) marks each. Learners are required to answer any Five (05) questions only.

(5 × 7 = 35)

1. Describe the guidelines in developing a good brand positioning.
2. List the general criteria for choosing brand elements.
3. Outline the various strategies to improve brand awareness and brand image.
4. What do you understand by 'brand hierarchy'? How are levels of hierarchy defined.
5. What is Co-Branding? List the advantages and disadvantages of co-branding.
6. Explain the rationale for mixing and matching communication options.