

S-882

Total Pages : 3

Roll No. -----

MS-510

Brand Management

Master of Business Administration Management (MBA)

4th Semester, Examination 2022(Dec.)

Time: 2 Hours

Max. Marks: 70

Note : This paper is of Seventy (70) 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 Nineteen (19) marks each. Learners are required to answer any two (02) questions only.

[2 x 19 = 38]

P.T.O.

- Q.1. What do you understand by brand management? Is the scenario changed with the recent developments in the market? Explain with example related to recent turns in the market?
- Q.2. What is a brand portfolio? Why should companies maintain a portfolio of brands?
- Q.3. Explain how the branding will help organisation in:
- (a) Retail Sector
 - (b) International Marketing
- Q.4. "Positioning the image of brand in the mind of customers is an art". Do you agree with the statement? What are the various ways of Positioning a brand?
- Q.5. Discuss in detail, the various reinforcement strategies of a brand.

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 any Four (04) questions only.

[4 x 8 = 32]

- Q.1. What is the significance of branding for consumers and firms.
- Q.2. Write a note on Advertising and Branding.
- Q.3. Write a short note on- brand identity and brandimage.
- Q.4. What is the significance of symbols for a brand?
- Q.5. Write notes on:
(a) Brand Personality.
(b) Co-Branding
- Q.6. What are the criteria for choosing brand elements to build brand equity?
- Q.7. Discuss the advantages and disadvantages of Brand Extension.
- Q.8. Discuss how can we develop integrated marketing communication (IMC) for brand building.
