

**892**

**Total Pages : 3**

**Roll No. -----**

**MS-510/MM-2206**

**Brand Management**

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

(MBA-10/12/13/16/17/PGDMM-10/16/17)

Examination 2021 (Winter)

Time: 2 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 Twenty (20) marks each. Learners are required to answer any two (02) questions only.

[2 x 20 = 40]

P.T.O.

- Q.1. Choose your favorite brand of sports shoes and analyze its marketing and communications strategy.
- Q.2. Celebrities are often used as secondary elements to build brand equity. What are the three potential benefits of using celebrities? What are five potential risks of using celebrities?
- Q.3. Describe the adoption and diffusion processes for new products.
- Q.4. Identify one brand that is on the verge of becoming generic. Why should a company protect the separate identity of its brand? What course of action should a company take to do so?
- Q.5. What are the types of Brand Extensions? Discuss the advantages and disadvantages of Brand Extension.

## **Section – B**

### **(Short-answer-type questions)**

Note: Section 'B' contains Eight (08) short-answer-type questions of Ten (10) marks each. Learners are required to answer any Four (04) questions only.

[4 x 10 = 40]

- Q.1. "Cannibalization is one particular problem associated with a multibrand approach". Discuss.
- Q.2. Describe the quantitative methods of sales forecasting.
- Q.3. What are the steps and methods involved in developing a strong brand?
- Q.4. Discuss the risks in failing to protect one's brand as well as the specific risks that counterfeiting poses.
- Q.5. Many manufacturers are producing "green" products. As the many green products enter the market, how will the various brands differentiate from each other and how will they maintain success? Give examples.
- Q.6. For what type of product/service categories would you expect global brand names? For which ones would you anticipate localized names? Cite examples.
- Q.7. What factors should MNCs consider when implementing a brand-name facelift in their foreign markets?
- Q.8. What factors influence the rate of diffusion for an innovation?

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