

C1175

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)

4th/2nd Semester Examination, 2022 (June)

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.

(2×20=40)

1. Critically analyze and discuss the benefits and pitfalls of branding. Use real-life examples to support and illustrate any arguments you make.

2. Companies usually have a number of brands in a product category. This is termed as brand portfolio. Please provide 5 reasons with examples, for why a company would prefer to have several brands rather than just one brand?
3. “Both producers and middlemen face strategic decisions regarding the branding of their goods and services.” Elaborate.
4. “Brand extensions are likely to be more successful if a brand extends into another category into which its existing brand associations and imagery “fit” better.” Do you agree? Explain.
5. A leading hair oil company plans to enter into the skin cream business in competition with the market leaders. Discuss the positioning and brand building strategies that the company can use.

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. (4×10=40)

1. Select two companies and discuss their potential to co-brand a new product. You must consider the situations where co-branding can be most effective.

2. Describe the qualitative methods of sales forecasting.
 3. How does brand function as the link between consumers and companies?
 4. What are the influences that can either enhance or diminish a company's position in the market-place? How can those influences be built into brand equity?
 5. What is your all-time favourite brand? What do you most like about the product and/or brand name? What (if anything) do you dislike? How loyal are you toward the brand? Why?
 6. Explain why the strength of a global brand may vary enormously from country to country.
 7. “Consumers often rely on a product's country-of-origin as an important cue to assess its quality”. Do you agree? Elaborate.
 8. How can loyalty, commitment and customer equity create or enhance brand equity ?
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