

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/MB AH-11)

4th /2ndSemester Examination, 2019 (June)

Time : 3 Hours]

Max. Marks : 80

Note : This paper is of Eighty (80) marks divided into three (03) sections A, B and C. 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 any two (02) questions only.

(2×19=38)

- 1.** Elaborate various functions of brand and types of brands. Explain with suitable example; how a brand offers a number of benefits to customers and firms.

2. Discuss the importance of building brand image. Explain how to compete with foreign brands.
3. Elaborate the global branding strategies with suitable example and explain the factors measuring brand performance.
4. Explain the concepts, method and types of brand adoption practices and enumerate factors influencing decision for Brand extension.

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. (4×8=32)

1. Explain Strategic brand management process.
2. What is Brand leverage?
3. Define Re-branding.
4. Define Brand Audit.
5. What are Brand extension elements?

6. What is meant by Co-branding?
7. What do you understand by brand communication?
8. Explain different types of brand.

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. (10×1=10)

State True or False :

1. A trademark can be registered for a product but not for a service.
2. Demand for a commodity is a function of price.
3. To avoid injuring a company's main business while trading up or down, the firm should use multiple brands.
4. It is risky to use the corporate name as a brand name for a fashion product.
5. Brand selection has shifted somewhat from being less art to becoming more science.

6. A generic brand mark cannot be registered and receives no legal protection.
 7. According to the updated Trademark Act, to file a trademark application, any firms are no longer required to first put the mark into use in inter-state or foreign commerce but may instead rely on intent to use.
 8. Once a brand trademark is registered, the owner's rights are intact for ten years with or without "use."
 9. A Private brand makes it possible for a retailer to offer a product at lower price and higher margin.
 10. Local branding strategy assumes that market is heterogeneous.
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