

**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)

4<sup>th</sup> 2<sup>nd</sup> Semester, Examination-2020

Time Allowed : 2 Hours

Maximum Marks : 80

---

**Note :** This paper is of Eighty (80) marks divided into Two (02) sections A and B. Attempt the question 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. How are brand equity and brand loyalty different when both are responsible for the increased sales of an organization's brands?
2. Discuss any three ways in which an organization can build its brand image. Why do you think these ways are important?
3. What do you see as the role of the internet in building brands? How would you evaluate the web site for a major brand?
4. Describe the rationale for developing a global brand. Outline the main advantages and disadvantages of developing a standardized global marketing program.
5. Out of the various options available to position brands, which do you think are the four most important ones and why? Discuss the relevance of repositioning brands.

## **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. Define the 'brand value chain' Briefly describe the several basic premises of the brand value chain.
2. Identify the different types of brand elements.
3. Write a brief note on 'New trends in Brand management in India'.
4. Outline the guidelines for developing a good brand portfolio.
5. What is the rationale behind celebrity Endorsement? What are some of the potential problems?

6. Evaluate the use of publicity and public relations in building a brand.
7. While launching a new product. What strategies can be adopted by organizations? Give examples.
8. How can organizations build strong brands?

\*\*\*\*\*