

Roll No.

56060

**M.B.A. 2 Year 3rd Semester
(N.S.) Batch 2011-13
Examination-December, 2015**

Brand Management

Paper-MBA-321

Time : 3 hours **Max. Marks : 80**

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard will be entertained after the examination.

Note : The question paper is divided in two sections. Section-A comprising eight short answer type questions (carrying two marks each, which are **compulsory**. Answer to each question should not exceed 50 words normally) Section 'B' comprising 8 questions (2 questions from each unit). The students are required to attempt **four** questions selecting **one** question from each unit. All questions carry equal marks.

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7. List and explain the methods available for measuring brand equity.

Unit-IV

8. What do you mean by brand hierarchy? Explain.
9. What are advantages and disadvantages of brand extension? Explain.

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Section-A

1. Short answer type questions :

- (a) "Brand aims at creating monopoly." Comment.
- (b) "Brand extension strategy is about external leverage". Comment.
- (c) "Line extension is like carpet bombing strategy". Comment.
- (d) What is the difference between product and brand?
- (e) Discuss in brief about brand proliferation.
- (f) What do you mean by brand association?
- (g) Write down the methods of setting pricing to build brand equity.
- (h) Write in brief about multiple branding.

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Section-B

Unit-I

- 2. What do brands mean to you? What are the branding challenges and opportunities?
- 3. Can every brand achieve resonance with its customer? Why or why not? Which brands do you have the most resonance with?

Unit-II

- 4. What do you mean by co-branding? Discuss in detail advantages and disadvantages of co-branding.
- 5. List and explain the methods available for leveraging secondary brand.

Unit-III

- 6. Online brand building is still in infant stage in India, why? And how you can capture the market performance of online communication in India?

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