

Roll No.

12775

**MBA 2 Yr. 4th Semester
(New Scheme) 2019-20
Examination – December, 2022**

PRODUCT AND BRAND MANAGEMENT

Paper : 20IMG24GM3

Time : Three hours]

[Maximum 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 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 will carry equal marks.

SECTION – A

1. Short answer type questions :

- (a) What do you mean by brand Extension ?
- (b) What do you mean by brand association ?

12775-300 -(P-3)/(Q-9)/(22)

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- (c) Write in brief about multiple branding.
- (d) What do you mean by celebrity endorsement ?
- (e) What do mean brand Equity ?
- (f) What do you mean by brand hierarchy ?
- (g) Define Internal Branding.
- (h) What are the characteristics of unique branding ?

SECTION – B

UNIT – I

- 2. How do customers evaluate brand extensions ? Explain how to evaluate brand extension Opportunities.
- 3. Explain in detail the marketing programs to build brand equity.

UNIT – II

- 4. How the "Brand equity management" system is established and how sources of brand equity" and "customer-mindset" is measured ?
- 5. What do brands mean to you ? What are the branding challenges and opportunities ?

UNIT – III

- 6. Explain the process of measuring and interpreting brand performance.
- 7. Explain different branding strategies and also discuss the process of implementing these strategies.

12775- (P-3)(Q-9)(22) (2)

UNIT – IV

- 8. How do you reinforce revitalize the brand ? Explain with suitable examples.
- 9. Explain in detail the Management of brands in rural marketing.

12775- (P-3)(Q-9)(22) (3)