

UNIT – IV

8. What are the advantages and disadvantages of global marketing program ? How are the brands managed over geographic boundaries and segments ?

9. Write short notes on :

- (a) Standardisation Vs. customisation
- (b) Branding in rural markets

12775- (P-4)(Q-9)(22) (4)

Roll No.

12775

MBA 2 Yr. 4th Semester New Scheme
2019-20 Examination – July, 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 comprises of *eight* short answer type questions carrying *two* marks each. Section-A is *compulsory*. Section-B comprises of *8* questions (2 questions from each Unit). The students are required to attempt *four* more questions selecting *one* question from each Unit. All questions carry equal marks.

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SECTION - A

1. Define the following :

- (a) Brand image
- (b) Brand loyalty
- (c) Brand equity
- (d) Copyright
- (e) e-branding
- (f) Trade marking
- (g) IPR
- (h) Service brands

SECTION - B

UNIT - I

2. Write short notes on :

- (a) Brand awareness
- (b) Brand identity

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3. Briefly explain the importance of branding. What are the major branding decisions to be considered by a firm for establishing the brand name ?

UNIT - II

4. Define the concept of customer based brand equity. What are the sources and benefits of brand equity ?

5. Explain the following :

- (a) Strategic brand management process
- (b) Concept of brand positioning and repositioning

UNIT - III

6. Explain in brief the planning and implementation of brand marketing program.

7. Write short notes on :

- (a) Legal aspects of branding
- (b) Handling brand name changes

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P. T. O.