

OR

9. Explain in detail managing brands over geographic boundaries with suitable example.

Roll No.

12052

MBA 2 Year 3rd Semester (Old) CBCS
Examination – February, 2022

BRAND MANAGEMENT

Paper : 17MG23GM1

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 : Section A comprises eight short answer type questions (maximum 50 words) carrying two marks each and are compulsory. Section B comprises eight long answer type questions (two questions from each unit), and students are required to attempt four questions selecting one question from each unit. Each question in this section carry equal marks i.e. 16 marks.

SECTION – A

1. Short answer type questions :
- (a) Discuss the significance of Branding.

- (b) What do you understand by Internal Branding?
- (c) Explain the methods of setting pricing to build brand equity.
- (d) "Brand extension strategy is about external leverage." Comment.
- (e) Discuss the concept of Brand Hierarchy.
- (f) Explain Brand Repositioning with an example.
- (g) What are the various Marketing Communication options?
- (h) Write in brief about Unique Branding.

SECTION - B

UNIT - I

2. Define Brand. Explain the process of Strategic Brand Management.

OR

3. "Every Brand can achieve resonance with its customer." Explain. Which brands do you have the most resonance with?

UNIT - II

4. Discuss various marketing programs designed to build Brand Equity.

OR

5. Explain and evaluate the methods of leveraging secondary brand.

UNIT - III

6. What do you understand by Brand Equity Management System? How the sources of Brand Equity are established and measured?

OR

7. Discuss in detail the various techniques used to measure the outcomes of Brand Equity.

UNIT - IV

8. What are the various brand strategies designed for brand extension and how do customers evaluate brand extensions?