

Total No. of Questions :5]

P1478

[5365]-4011

M.B.A.

403 MC-STRATEGIC BRAND MANAGEMENT
(Semester-IV) (2016 Pattern)

SEAT No. :

[Total No. of Pages : 1

May 18

Time : 2¼ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All the questions are compulsory.
- 2) Figures to the right indicate full marks.

- Q1) a) What do you mean by brand? Why it is consider the most valuable assest for a company?
- b) Can everything be branded? Explain the statement with suitable examples.
- Q2) a) Explain the term "Brand positioning"? Write the difference between "Points of parity and Points of Different".
- b) How positioning of a brand affect through endorsing celebrity. Explain the match up between brand image and brand celebrity image.
- Q3) a) As a marketing manager of a company develop appropriate brand strategy?
- b) What is "Brand Reinforcement" and "Brand Revitalization".
- Q4) a) What is Brand extension. Explain its advantages and disadvantages.
- b) Suppose you are a Marketing manager of multinational company design the marketing program to launch Brand extension.
- Q5) a) What are benefits to the organisation for global branding? Give suitable examples.
- b) What do you understand by customer Based Brand Equity. Discuss it's importance in today's Era.



