

YMCAUST, May 2018
MBA 3rd SEMESTER
Brand Management (MBA/M 213)

Time: 3 Hours

Max. Marks:60

- Note: 1. It is compulsory to answer all the questions (2 marks each) from Part -1. Answer all questions of Part-1 in short.
2. Answer any four questions (10 marks each) from Part -2 in detail.
3. Different parts of the same question are to be attempted adjacent to each other.

PART -1

- Q1 (a) Internal Branding (2)
(b) Brand equity (2)
(c) Brand Positioning (2)
(d) Criteria for choosing Brand (2)
(e) Licensing (2)
(f) Brand Judgment (2)
(g) Line extension (2)
(h) Category Extension (2)
(i) Brand association by third party (2)
(j) Brand Hierarchy (2)

PART -2

- Q2 Discuss the various stages of Strategic Brand Management Process. What are the challenges and opportunities in branding? (10)
- Q3 (a) Describe the elements of the brand. (5)
(b) How the integrated marketing communication is helpful in building brand equity? (5)
- Q4 What are the techniques that can be used for the measurement of brand equity? (10)
- Q5 Pick a brand. Assess its efforts to manage brand equity in the last five years. Suggest the changes that could be done. (10)
- Q6 (a) What are the pros and cons of co-branding? (5)
(b) Explain the concept of managing brand over the time. (5)
- Q7 (a) How can you design a pricing and channel strategy to brand equity? (5)
(b) Explain the four steps of building strong brand. (5)
