

BU/PG(4): MBA/BAD 4.3(B)

2016

MBA

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BRAND MANAGEMENT

Full Marks : 70

Time : 3 Hrs

Figures in the right hand margin indicate full marks for the question

I. Answer any five :

2X5=10

1. What are manufacturing brands?
2. What is brand resonance?
3. What is brand loyalty?
4. What is a brand portfolio?
5. What is a category extension?
6. What are core brand values?

II. Answer any five :

4X5=20

1. Why is branding so important in today's market?
2. Which brands do you have the most resonance with?
3. What are your favourite brand characters? Do you think they contribute to brand equity in any way?

1+3=4

4. What is co branding? Discuss briefly the different types of co branding.

1+3=4

5. What is a brand extension? What are sub brands and family brands?

1+3=4

6. What is a brand assessment? Explain briefly with examples.

III. Answer any five:

8X5=40

1. What are the steps in strategic brand management process?

Give examples.

2. What is customer based brand equity? Explain the sources of brand equity.

2+6=8

3. Explain brand building blocks with diagram and illustrative examples.

4. What are brand elements? What are the six criteria for choosing brand elements?

2+6=8

5. A company recently launched a new online social network. Please suggest some branding strategies for the same.

6. Explain the advantages and disadvantages of brand extension.
