

Roll No.....

Total Pages: 3
13094

MBA/D-17
BRAND MANAGEMENT
Paper: MBA-MM-303

Time: Three Hours

Maximum Marks: 80

Note: Attempt eight questions from Part A (5 marks each) and three questions from Part B (10 marks each)

Part-A

1. Discuss the functions of brands.
2. Differentiate between family branding and modifiers.
3. Discuss the disadvantages of national branding.
4. Explain the Ripple effect.
5. Differentiate between core and extended identity. How these are meaningful to marketer?
6. In what ways, brand can be revitalized?
7. Explain the dimensions of brand image.
8. Discuss the strategies to position the brand in market.
9. Differentiate between multi-brands and co-brands.
10. Discuss the connectivity of value proposition and brand positioning.

Part-B

11. How brand image acts as the foundation of equity. Why marketers attempt to strengthen the brand equity?
12. Explain the process of managing the functional brand over time.
13. Explain brand names hierarchy. What decisions are taken place in selecting the brand names?

14. Discuss the traditional and modern viewpoints on brand valuation and explain the Interbrand approach of brand valuation.
15. Define brand personality? Discuss the levels and process of brand personality creation.