

CMMS/D-18

BRAND MANAGEMENT

MM-303

PART-A

1. Discuss the evolution of brands.
2. What is brand awareness? What decisions are taken in it?
3. Discuss the advantages of individual branding.
4. Explain the porter's value chain in branding.
5. Differentiate between POPs and PODs. how these are meaningful to marketer?
6. What is brand eliminataion? In what ways, brand can be eliminated?
7. Differentiate between brand personality and brand image.
8. Discuss the strategies to position the brand in market.
9. Explain the royalty based approach of brand valuation.

10.How brand can be protected?

PART-B

11.Discuss the ways of line extension.Also explain the pros and cons of line extension.

12.Explain the process of managing the experiential brands over a period of time.

13.Explain private branding.How is it achieving importance?what are the limitations of private brands?

14.Outline the advantages of international branding.Discuss the decisions involved in international branding.

15.Define brand equity.Discuss the process of building brand equity for industrial brands.