

MMS/D-16
BRAND MANAGEMENT
PAPER-MM-303

Time Allowed: 3 Hours

Maximum Marks: 70

Note: Attempt any eight questions from part-A. And any three Questions from part-B.

Part-A

1. What is a brand? Discuss the evolution of brand?
2. What is brand loyalty? Discuss the different levels of brand loyalty.
3. Discuss the different types of brand values with the help of suitable examples.
4. Explain the different measures to protect the brand.
5. What is category positioning? Why brands go for category positioning now a days.
6. Discuss the various measures to revitalize the brand.
7. What is brand identity? Discuss the components of brand identity prism.
8. What is 'Ripple Effect'? How brand image is related with this effect?
9. Discuss the various forms of brand extension.
10. Discuss the branding strategies for retail sector.

Part-B

11. Differentiate between symbolic brands and experiential brands. How symbolic brands are managed over time?
12. Why positioning is necessary? Take the case of any three brands that have failed to make much impact and analyze the cause of their failure from positioning perspective.
13. How the components of brand knowledge contribute to brand equity?

14. What do you mean by international branding? What branding decisions are taken while expanding the brand or introduce the brand in international market?
15. Compare the brand personality of any two brands. Discuss the process of brand personality creation.