

MMS/D-15
BRAND MANAGEMENT
PAPER-MM-303

Time Allowed: 3 Hours

Maximum Marks: 70

Note: Attempt any eight questions from Part-A of 5 marks each and three questions of 10 mark each from Part B.

PART-A

- 1 What issues must be confronted by a brand in building the brand loyalty?
- 2 Discuss the Different levels of Brand.
- 3 What is distinctive competence? How firm can provide superior value as compared to competitors?
- 4 What is brand protection? What ways are available to protect the brand?
- 5 With the help of POPs, and PODs, explain the concept of competitive positioning.
- 6 Discuss the elements of Customer based brand equity.
- 7 What is brand personality? Discuss the levels of brand personality.
- 8 Differentiate between Core and extended identity. With what identity brand expands its dimension?
- 9 Discuss the branding decisions in industrial sector.
- 10 What can be crucial decisions in international branding?

PART-B

- 11 What do you mean by experiential brands? How these are managed over time? Explain with the help of suitable examples.
- 12 Take the case of any to brands which failed due to identity changes. How the brands identity can be managed over time?
- 13 What are bipolar views on brand valuation? Discuss the Interbrand approach and Royalty savings methods of brand valuation.
- 14 What is private and national branding? Discuss the advantages of private branding over national branding.
- 15 Why companies go for brand elimination? Discuss different strategies to eliminate the brand from marketplace.