

Roll NO.

MMS/D-14
BRAND MANAGEMENT
Paper-MM-303

13584

Time Allowed : 3 Hours]

[Maximum Marks : 70

Note : Attempt any eight questions from Part-A and any three questions from Part-B. Each question of Part—A, carries 5 marks and that of Part-B carries 10 marks.

PART-A

1. Characteristics of Good Brand name.
2. Types of consumption values.
3. 3 C's of positioning.
4. Brand identity Prism.
5. Types of Brand extensions.
6. Cost based approach of Brand valuation.
7. Corporate branding vs. Family branding.
8. Factors influencing formation of Brand personality.
9. FMCG advertising and consumer durable advertising for Building Brands.
10. How brands evolved over time especially focusing on Target market changes?

PART-B

11. What factors to be considered While launching the brand in International Market?
12. Discuss the process of value creation of a Brand. What are the various Ways of adding value to the brand? Explain with the help of suitable examples.
13. Take the case of any brand that has successfully managed to survive in changing marketing environment. List the specific strategy changes that were executed from time to time to infuse life into brands.
14. Discuss the Bipolar views on Brand valuation. What are various methods of valuing the Brand?
15. Elaborate the process of Building Brand equity in Industrial and Retail sector