

**K-855**

Total Pages : 3

Roll No. ....

**MS-510**

**BRAND MANAGEMENT**

Master of Business Administration (MBA)

4th Semester Examination, 2023 (Dec.)

**Time : 2 Hours]**

**Max. Marks : 70**

**Note :** This paper is of Seventy (70) marks divided into two (02) Sections A and B. Attempt the questions contained in these sections according to the detailed instructions given therein. Candidates should limit their answers to the questions on the given answer sheet. No additional (B) answer sheet will be issued.

**SECTION–A**

**(Long Answer Type Questions)**

**Note :** Section 'A' contains Five (05) long answer type questions of Nineteen (19) marks each. Learners are required to answer any Two (02) questions only.

(2×19=38)

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**[P.T.O.]**

1. What are the essential prerequisites for designing an effective advertising message?
2. Explain the rationale behind branding decisions. What are the various ways of positioning a brand?
3. Using examples, discuss the pyramidal model that indicates the time effect of a brand.
4. What is a brand portfolio? Why should companies maintain a portfolio of brands?
5. You choose a brand from Indian market it goes into almost critical stage, what is your suggestion to redevelop the brand in the market?

## **SECTION-B**

### **(Short Answer Type Questions)**

**Note :** Section 'B' contains Eight (08) short answer type questions of Eight (08) marks each. Learners are required to answer any Four (04) questions only. (4×8=32)

**Briefly discuss any *four* (04) of the following :**

1. Brand Attributes.
2. Significance of symbols for a brand.

3. Brand Identity.
  4. Advantages of Brand Extensions.
  5. Brand Licensing.
  6. Family Branding.
  7. Relationship between a brand and a product.
  8. Rationale for developing a global brand.
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