

A-0810

Total Pages : 4

Roll No. -----

MS-510

Brand Management

Master of Business Administration (MBA)

4th Semester Examination 2024(Dec.)

Time: 2:00 hrs

Max. Marks: 70

Note : This paper is of Seventy (70) marks divided into Two (02) Section 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.

P.T.O.

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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.

[2x19=38]

- Q.1. Explain the stages involved in product management, focusing on the key challenges faced during each stage. Use relevant examples to illustrate your points.
- Q.2. Define brand equity and explain how it is built and measured. Discuss the importance of brand equity in driving consumer loyalty and financial performance.
- Q.3. What kind of role does consumer play in building a brand? Explain the steps involved in Brand building?
- Q.4. Discuss the concept of brand extension. What are the benefits and risks associated with brand extension strategies.

- Q.5. What do you mean by Internationalization of Brands?
Explain the various methods of achieving global brand presence.

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.
[4x8=32]

- Q.1. Differentiate between a product and a brand, focusing on their roles in the market.
- Q.2. Define a brand portfolio and discuss its role in helping companies cater to diverse customer needs.
- Q.3. Explain brand identity.
- Q.4. State any two features of global brand.
- Q.5. Write short note on corporate branding.

P.T.O.

- Q.6. Discuss the importance of customer feedback in new product development.
- Q.7. Give examples of brand transformation relevant to the Indian market.
- Q.8. List five brands of different product categories and list down their
- i. core values and
 - ii. functional values.
