

A-1376

Total Pages : 3

Roll No.

MS-510

Master of Business Administration (MBA)

Brand Management

Examination February, 2026

Time : 2:00 Hrs.

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 (2×19=38)

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.

A-1376

(1)

P.T.O.

1. Define the concepts Brand Inside and Brand Outside. How do internal branding activities complement external branding for overall success of business ?
2. Explain the concept of Brand Positioning. How does effective brand positioning support long-term brand building ?
3. Define New Product Development (NPD) and explain the NPD process with all stages. Critically evaluate the key reasons for failure of new products.
4. Explain Brand Management. Discuss why branding has become essential in modern business environments to survive competition and build customer loyalty.
5. Explain the concept of global branding. How does it differ from local or domestic branding in terms of strategy, positioning and market adaptation ?

Section–B

Short Answer Type Questions (4×8=32)

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.

1. Explain the process of brand equity development.
2. What are the objectives of corporate branding ?
3. Discuss the reasons for brand imitation and its impact on original brands.
4. Discuss the major steps involved in the brand building process.
5. Explain the concept of brand revitalization.
6. Explain the main stages of product life cycle (PLC).
7. Explain the impact of consumer perception and expectations on brand success.
8. Write a short note on brand value chain.
