

A-744

Total Pages : 3

Roll No.

MS-510

BRAND MANAGEMENT

**Master of Business Administration/P.G. Diploma in
Marketing Management (MBA)**

2nd/4th Semester Examination, 2024 (June)

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.

1. Discuss the various levels of brand loyalty. What can be done by the marketers to ensure that the customers remain brand loyal ?
2. What is Brand Equity ? What are its sources & how it can be measured ? Explain the need of brand equity in the market now a days of both the customers and marketers.
3. What do you understand by brand management ? Does the scenario changed with the recent developments in the market ? Explain with example related to recent trend in the market ?
4. Explain in detail the following :
 - (a) Global branding strategies
 - (b) New trends in Brand Management in India
5. Explain briefly the process of brand re-launch ? What are the strategies used by the marketer to re-launch his brand in the market ?

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. Discuss the concept of brand. What is the significance of branding for consumers and firms.
2. Explain the concept of brand equity in the terms of cost based and price based equity based and customer based equity.
3. Define target market and market segmentation.
4. Write notes on :
 - (a) Brand exploratory
 - (b) Brand valuation
5. Discuss how can we develop Integrated Marketing Communication (IMC) for brand building.
6. Write short notes on the following :
 - (a) Reinforcing brands
 - (b) Revitalizing brands
7. Explain brand extension.
8. Discuss the need of brand knowledge in the minds of customer ? As a marketer what will be your strategy towards brand building of a sport shoe.
