

A-0761

Total Pages : 3

Roll No.

MS-510

Master of Business Administration (MBA)

(Brand Management)

Examination, June 2025

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.

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(1)

P.T.O.

1. What do you understand by brand management ? What are the various essential attributes that a successful brand has ?
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.
3. Explain Brand Portfolios. Also discuss the various strategies and limitations of brand portfolios.
4. Explain the importance of corporate branding in today's competitive market. How does corporate branding differ from product branding ?
5. Explore the challenges and opportunities in global branding strategies. How can brands maintain consistency while adapting to local markets ?

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 how a strong internal brand culture contributes to a consistent and impactful external brand image.
2. Write a short note on brand image.

3. Explain one major challenge of global branding.
4. Describe the 3Cs of branding.
5. What are the different types of brands ?
6. Write a short note on brand creation.
7. How will you design brand identity ?
8. Analyze the importance of market potential analysis in identifying growth opportunities for products and brands.
