

Subject : Elective-IV : Brand Management (Marketing Management)

Day : Wednesday
Date : 14/12/2016



Time : 02.00 P.M. TO 05.00 P.M.
Max Marks : 70 Total Pages : 1

N.B.:

- 1) Attempt any **FOUR** questions from Section –I.
- 2) Attempt any **TWO** questions from Section –II.
- 3) Answers to both the sections should be written in **SAME** answer books.

SECTION-I

- Q.1** What do you understand by brand characteristics and brand personality? (10)
- Q.2** What factors contribute to the success or failure of a brand? Discuss with relevant examples. (10)
- Q.3** “Brand may have low state of awareness but high brand value”. Do you agree? Justify your answer. (10)
- Q.4** What are the different methods for measuring brand equity? Elaborate giving examples. (10)
- Q.5** Write short notes on any **TWO** of the following: (10)
- a) Brand image
 - b) Leveraging of brands
 - c) Brand building and brand leadership
 - d) Global brands- planning process and practices

SECTION-II

- Q.6** “If the brand is perceived to be of premium quality, the customer will be willing to pay a premium for it”. Do you agree? Justify giving relevant example. (15)
- Q.7** Your company has developed highly effective washroom detergent. As a brand manger of the company, prepare a plan describing the steps involved in building brand. (15)
- Q.8** An UK based processed food manufacturing and catering company wants to appoint a franchise for catering in India. As a manger of the company, prepare a proposal for their franchise offer in India. (15)

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