## NIZER- IV (2013 Course): WINTER - 2016

## **Subject**: Elective-VII: Brand Management (Marketing Management)

Q.2 What is the difference between corporate branding and consumer branding?  Q.3 Write short notes on any TWO:  a) B2B Branding b) Brand Repositioning c) Retailer issues in Branding  Q.4 What is Brand Management? Is the scenario changed with the recent development in the market? Explain with examples related to recent turns in the market?  Q.5 Is personality of Brand Ambassador affects on sales of products?  SECTION-II  Q.6 Discuss the factors affecting the brand.  Q.7 What is Brand Equity? Explain with examples how brand equity is build through different brand management methods.	Day : Monday Date : 19/12/2016			S.D.E. Time: 02.00 PM TO 05.00 Max Marks: 70 Total Pa				
Q.1 How does brand endorsement and brand value determine brand building? (1-Q.2 What is the difference between corporate branding and consumer branding? (1-Q.3 Write short notes on any TWO: (1-Q.3 B2B Branding b) Brand Repositioning c) Retailer issues in Branding  Q.4 What is Brand Management? Is the scenario changed with the recent development in the market? Explain with examples related to recent turns in the market?  Q.5 Is personality of Brand Ambassador affects on sales of products? (1-Q.6 Discuss the factors affecting the brand. (1-Q.7 What is Brand Equity? Explain with examples how brand equity is build through different brand management methods. (1-Q.8 "Patanjali's success is based on correct positioning" is it true? Justify your (1-Q.8 "Patanjali's success is based on correct positioning" is it true? Justify your (1-Q.8 "Patanjali's success is based on correct positioning" is it true? Justify your (1-Q.8 "Patanjali's success is based on correct positioning" is it true? Justify your (1-Q.9 "Patanjali's success is based on correct positioning" is it true? Justify your (1-Q.9 "Patanjali's success is based on correct positioning")	N.B.:	<ol> <li>Attempt any THREE questions from Section –I and any TWO question Section -II</li> <li>Figures to the right indicate FULL marks.</li> </ol>						
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