

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

Day : Monday  
Date : 19/12/2016



Time : 02.00 PM TO 05.00 PM  
Max Marks : 70 Total Pages : 1

**N.B.:**

- 1) Attempt any **THREE** questions from Section –I and any **TWO** questions from Section -II
- 2) Figures to the right indicate **FULL** marks.
- 3) Answers to both the sections should be written in **SAME** answer book.

**SECTION-I**

- Q.1** How does brand endorsement and brand value determine brand building? **(14)**
- Q.2** What is the difference between corporate branding and consumer branding? **(14)**
- Q.3** Write short notes on any **TWO**: **(14)**
- 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? **(14)**
- Q.5** Is personality of Brand Ambassador affects on sales of products? **(14)**

**SECTION-II**

- Q.6** Discuss the factors affecting the brand. **(14)**
- Q.7** What is Brand Equity? Explain with examples how brand equity is build through different brand management methods. **(14)**
- Q.8** “Patanjali’s success is based on correct positioning” is it true? Justify your answer. **(14)**

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