

Roll .....

**MBA-10 (Master of Business Administration)**

**(Fourth/Second Semester) Examination- 2012**

**MM- 2206**

**Brand Management**

**Time : 3 Hours**

**Max. Marks : 60**

**Note: The Question paper is divided into three sections A,B and C. Follow the instructions given in each section.**

**Section A**

**(Long Answer Questions)**

**Note: Answer any two questions. Each question carries 15 marks. (2x15=30)**

1. Discuss the following.
  - a) Define what is perceived quality?
  - b) Why is perceived quality so important in branding?
2. “A corporate brand offers a host of potential marketing advantages, but only if corporate brand equity is carefully built and nurtured.” Justify.
- 3 Does branding help in attaining ‘competitive advantage’? If yes, how?

4. What are the roles played by the brands regards to
  - a) a manufacturers
  - b) the consumers

### **SECTION B**

**5- Answer any four question. Each question carries 5 marks. (4x5=20)**

- 5.1 What is a slogan? How can slogan play its role in building brand image?
- 5.2 Briefly discuss the concept of brand equity.
- 5.3 What is blanker branding?
- 5.4 What are the objectives of branding?
- 5.5 What role does the logo play in branding strategy?
- 5.6 Explain the various barriers to branding.
- 5.7 Discuss the loyalty levels of the customers with respect to brands.
- 5.8 Outline the main responsibilities of brand manager.

### **SECTION C**

#### **Objective Questions (Compulsory)**

**Note: Answer all questions. Each question carries 1 marks. (10x1=10)**

**6- Write true /False against the following**

- 6.1 **Packaging** involves designing and producing the container or wrapper of a product.
- 6.2 **Internal branding** occurs when customers experience the company as delivering its brand promise.
- 6.3 When Coca-cola introduced its new Vanidla ? Illustrate an example of life extension .

- 6.4 **'Maturity'** is one stage of Product Life Cycle.
- 6.5 **Brands** strength is a measure of its reliability of its future earning.

**7-Choose the correct alternative:**

- 7.1. A clothing marketer is planning to launch an existing brand name into a new product category. Which brand development strategy is being followed.
- a) Multi branding
  - b) Brand extension
  - c) New brands
  - d) Line extension
- 7.2 \_\_\_\_\_ occurs when two established brand names of different companies are used on the same product.
- a) Co- branding
  - b) Internal marketing
  - c) Brand equity
  - d) A brand extension
- 7.3 \_\_\_\_\_ is a set of all brands and brand lines which a particular firm offers for sale to buyers in a particular category.
- a) International branding
  - b) Brand portfolio
  - c) Co branding
  - d) Brand equity
- 7.4 \_\_\_\_\_ is the added value endowed to products and services.
- a) Branding
  - b) Brand equity

- c) Differentiation
- d) Augmentation

7.5 \_\_\_\_\_ are those trademark devices that serve to identify and differentiate a brand

- a) Brand element
- b) Pricing
- c) Promotion
- d) Distribution channels