

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