

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

Day : Tuesday  
Date : 14/06/2016



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

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**N.B.:**

- 1) Attempt any **THREE** questions from Section-I and any **TWO** questions from Section-II.
  - 2) Both the sections should be written in the **SAME** answer book.
  - 3) Figures to the **RIGHT** indicate full marks.
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**SECTION-I**

- Q.1** What is Brand? Explain characteristics and attributes of Brand Management. (14)
- Q.2** What is Brand Equity? Explain how companies build “Brand Equity”. What are the courses of measuring brand equity? (14)
- Q.3** Explain in detailed strategies adopted by the marketer in the brand life cycle. (14)
- Q.4** What is Brand Loyalty? Explain with examples. (14)
- Q.5** Write short notes on (Any **Two**) (14)
- a) Co-Branding
  - b) Brand positioning
  - c) B2B Branding

**SECTION-II**

- Q.6** If you are Brand Manager of Nokia Mobile phone. What are the strategies adopted by you for brand repositioning? (14)
- Q.7** What are Brand Extensions/ Stretching? What are its advantages and disadvantages? (14)
- Q.8** You are promotion manager of a new packed drinking water brand. What promotion(s) would you need to offer to get your product in retail outlets? (14)

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