

D 70876

(Pages : 2)

Name.....

Reg. No.....

THIRD SEMESTER M.B.A. DEGREE EXAMINATION, DECEMBER 2014

(CSS)

MBA MAR 3—BRAND MANAGEMENT

(2010 Admissions)

Time : Three Hours

Maximum : 36 Weightage

Answer all parts.

Part A

Answer all questions.

Each question carries 1 weightage.

1. What is a brand ?
2. What is brand awareness ?
3. What is brand loyalty ?
4. What is an international brand ?
5. What is brand architecture ?
6. What is brand value ?

(6 × 1 = 6 weightage)

Part B

Answer any six questions.

Each question carries 3 weightage.

7. What are the essential characteristics of a good brand name ?
8. Distinguish between Individual and Company brand names. Illustrate your answer.
9. What is the significance of brand associations ? Explain with examples.
10. "Brand image is perceptual whereas brand identity is aspirational." Explain.
11. Why do marketers resort to brand extension strategy ? Explain with examples.
12. Explain the significance of brand personality.
13. Explain how Intellectual Property Rights help protect brands.
14. Explain the concept of "brand building".

(6 × 3 = 18 weightage)

Turn over

Part C

*Answer any two questions.
Each question carries 6 weightage.*

15. Discuss with examples the challenges and strategies of branding for an international market.
16. Taking the examples from the Indian market, explain the process of brand positioning and repositioning.
17. Why is brand evaluation necessary? Critically examine the models of brand evaluation.

(2 × 6 = 12 weightage)

