

D 90821

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Name.....

Reg. No.....

THIRD SEMESTER M.B.A. DEGREE EXAMINATION, DECEMBER 2015

BUS 3EM 04 – BRAND MANAGEMENT

(2013 Admissions)

Time : Three Hours

Maximum : 36 Weightage

Answer all parts.

Part A

Answer all the questions.

Each question carries 1 weightage.

1. Distinguish between a brand and a trade mark.
2. What do you understand by 'family brand'?
3. What is 'Brand image'?
4. What is 'Brand loyalty'?
5. What is 'Brand Re-launch'?
6. What is 'Brand Audit'?

(6 × 1 = 6 weightage)

Part B

Answer any six questions.

Each question carries 3 weightage.

7. Explain with examples the concept of Brand Hierarchy.
8. Explain the characteristics of a good brand name.
9. Explain with an example the brand extension strategy.
10. What different personalities of the user are expressed through perfumes? Explain with examples.
11. Distinguish between Core identity and Extended identity.
12. Explain 'y' and 'R' Model of Brand Evaluation.
13. Distinguish between Private and National brands.
14. Take any *one* Indian example and explain the concept of Brand Repositioning.

(6 × 3 = 18 weightage)

Turn over

Part C

Answer any two questions.

Each question carries 6 weightage.

15. Discuss the significance of Global brands. How do they differ from national brands? Explain with example.
16. Why do brands fail? Select any *five* failed brands and analyse the reasons for failure.
17. Explain the process of building brand. Illustrate your answer with suitable examples.
(2 × 6 = 12 weightage)