

D 12160

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Name.....

Reg. No.....

**THIRD SEMESTER M.B.A. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, DECEMBER 2016**

(CUCSS)

BUS 3EM 04—BRAND MANAGEMENT

(2013 Admissions)

Time : Three Hours

Maximum : 36 Weightage

Answer all parts.

Part A

Answer all questions.

Each question carries 1 weightage.

1. Define a 'Brand'.
2. What is Brand awareness ?
3. What is Brand extension ?
4. What is Brand re-launch ?
5. What is an international brand ?
6. What is Brand audit ?

(6 × 1 = 6 weightage)

Part B

Answer any six questions.

Each question carries 3 weightage.

7. Explain the importance of Brands.
8. Discuss different types of Brands.
9. Distinguish with examples Private and National Brands.
10. Why is Brand repositioning required ? Explain with examples.
11. How are international Brands different from national Brands ? Explain.
12. What are the challenges of new brand development ?
13. Describe different Brand Extension strategies.
14. How can a marketer create brand awareness ? Explain with examples.

(6 × 3 = 18 weightage)

Turn over

Part C

Answer any two questions.

Each question carries 6 weightage.

15. What is Brand image ? Discuss with examples the different associations a brand evokes,
16. What is Brand equity ? Discuss the models for evaluating brand equity.
17. What is brand personality ? How and why is it created ? How can it be measured ? Explain with appropriate examples.

(2 × 6 = 12 weightage)