

C 32833

(Pages : 2)

Name.....

Reg. No.....

THIRD SEMESTER M.B.A. DEGREE EXAMINATION, DECEMBER 2017

(CUCSS)

Marketing

BUS 3E M04—BRAND MANAGEMENT

(2013 Admissions)

Time : Three Hours

Maximum : 36 Weightage

Section A

Answer all questions.

Each question carries 1 weightage.

1. Enumerate any three Brands in industrial markets.
2. What is Brand identity ?
3. What do you mean by umbrella Branding ?
4. What is Brand repositioning ?
5. What is multiple Branding ?
6. Enumerate any two brands under Brand extension.

(6 × 1 = 6 weightage)

Section B

Answer any six questions.

Each question carries 3 weightage.

7. Write a note on Brand loyalty with examples.
8. What are Corporate Brands ? Explain their significance.
9. Why do organisations take Brand positioning decisions ? Explain.
10. What are the merits and demerits of Private Branding ?
11. Explain the stages of Brand building.
12. "It is vital to communicate Brands on a 360 degree" —Comment.
13. "Yu brand is internationally provided which can overcome the Micromax Brand in India" —Explain.
14. Write a note on Brand Audit.

(6 × 3 = 18 weightage)

Turn over

Section C

Answer any two questions.

Each question carries 6 weightage.

15. Explain the Brand extensions that can be done for the following Brands :
- Annapoorna Atta.
 - Horlicks.
 - Lenovo Mobile.
16. Explain the various methods to evaluate the brand equity with examples.
17. A manufacturer of Scooter finds that the Brand has reached the stage of maturity. Describe the various strategies available to revive the Brand.

(2 × 6 =12 weightage)