

18. (a) How will you design and marketing programme to launch brand extension for a consumer product?

Or

- (b) Do you think a brand like Xerox will be able to transform its product meaning? What are the arguments for and against?

19. (a) What do you understand by promotion of Brand? Explain its objectives.

Or

- (b) "Advertising of the brand is wasteful expenses". Do you agree? Give reasons.

20. (a) Explain the procedure for designing Brand Strategies.

Or

- (b) Enumerate the role of Brand Hierarchy in a firm.

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M.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2011.

Third Semester

Business Administration

Elective — BRAND MANAGEMENT

(For those who joined in July 2008 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

1. Cost of Branding.
2. Brand Added Value.
3. Combination Brand.
4. Family Brand.
5. Brand Extension.
6. Virgin Brand Name.

7. Promotion of the Brand.
8. Brand Resonance.
9. Global Brands.
10. Brand Loyalty.

PART B — (5 × 5 = 25 marks)

Answer ALL questions choosing either (a) or (b).

11. (a) Explain the criteria for the Strongest Brand.

Or

- (b) Explain the role of manufacturers in developing a Brand's Image.

12. (a) Explain the Cost-Based method of brand equity.

Or

- (b) Describe the need for Brand Positioning.

13. (a) Explain the advantages of Brand Extension.

Or

- (b) Explain the importance of unrelated Extension with suitable example.

14. (a) Explain the role of Integrated Marketing Communication to Build Brand Equity.

Or

- (b) Describe the linkage between Brand Image and Brand Equity.

15. (a) What do you mean by Fading Brands? Explain its features.

Or

- (b) Explain the ways to implementing Branding Strategies.

PART C — (5 × 8 = 40 marks)

Answer ALL questions choosing either (a) or (b).

16. (a) Explain the various reasons for the success of a Brand.

Or

- (b) How Brand preference of a consumer influence the volume of sale of a product? Explain.

17. (a) "The Brand as a Reflection of the past and direction for the future" – Discuss.

Or

- (b) Explain in detail about four steps of Brand Building.