

Reg. No. : 

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

**Z 4523**

M.B.A. DEGREE EXAMINATION, MAY/JUNE 2008.

*Elective*

BA 1725 — BRAND MANAGEMENT

(Regulation 2005)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Explain the concept of brand.
2. Classify brands.
3. Explain Private brands.
4. What is a brand vision?
5. Explain brand image.
6. Define brand equity.
7. What is co-branding?
8. Give any two methods of brand positioning.
9. What do you mean by brand relaunch?
10. Explain brand rejuvenation.

PART B — (5 × 16 = 80 marks)

11. (a) Discuss the significance of branding in a competitive business environment.

Or

- (b) Discuss the concept of brand personality. Relate your answer to consumer durable items.

12. (a) Discuss the various approaches available for brand image building.

Or

- (b) Discuss brand extension strategies drawing examples from consumer non durable market.

13. (a) Discuss the role of brand managers in relation to other functional heads of an organization.

Or

- (b) Discuss the procedure for brand audit.

14. (a) Discuss the methods available to monitor brand performance.

Or

- (b) Discuss brand development through acquisition and merger.

15. (a) Discuss the branding strategies practiced in the Indian automobile Industry.

Or

- (b) Select a consumer packed food item and evaluate the branding strategy.