

M.B.A. GM (MM) Semester-4 Examination

LS-408

P & BM

Time : 2-30 Hours]

April-2024

[Max. Marks : 70]

Q-1	Explain what is a Brand? What are brand elements and the importance of branding? How does the Consumer benefit from branding?	14
Q-2	(A) Why do Marketers 'reinforce' and 'revitalize' their brand? What strategies are adopted for these purposes? OR B) What elements are generally used to build a Brand? Also, explain the Aaker model in this context	14
Q-3	A) "Secondary brand knowledge can be leveraged through strong, unique and positive response that may otherwise be not present". What do the marketers use for Secondary Brand Associations? OR B) How does the Marketer use Product Mix for the complete range of products that is offered for sale by company that help company grow?	14
Q-4	A) What is brand positioning? What are the types of brand positioning strategies that can be adopted to position your product / service? OR B) Explain the phenomenon of Managing brands 'over time' and 'over geographic boundaries'	14
Q-5	Brand architecture – appeals to consumers while offering hints on what the brand is made of. Explain the statement in context of 'House of Brand,' 'Branded House' and 'Endorsement brands'.	14

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