

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	<p>(A) Why do Marketers 'reinforce' and 'revitalize' their brand? What strategies are adopted for these purposes?</p> <p>OR</p> <p>B) What elements are generally used to build a Brand? Also, explain the Aaker model in this context</p>	14
Q-3	<p>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?</p> <p>OR</p> <p>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?</p>	14
Q-4	<p>A) What is brand positioning? What are the types of brand positioning strategies that can be adopted to position your product / service?</p> <p>OR</p> <p>B) Explain the phenomenon of Managing brands 'over time' and 'over geographic boundaries'</p>	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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