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2504E432

Candidate's Seat No : _____

IM.B.A. in BM/IB/APR/BI Sem.-6 Examination

BM-IB

BM

Time : 2-30 Hours]

April-2025

[Max. Marks : 70

- Instructions :**(1) This paper contains **FIVE** questions.
(2) All questions are compulsory.
(3) Question No.2, 3, 4 have internal options.
(4) Figures in the right side in parenthesis indicate marks.

- Q:1** Explain the following terms: **(14)**
- | | |
|----------------------|----------------------------|
| 1. Brand Attributes | 5. Brand Positioning |
| 2. Brand Recognition | 6. Brand Charter |
| 3. Brand Mantra | 7. Brand Value |
| 4. Brand Association | 8. Related Diversification |
- Q:2** Explain various phases involved in Brand Communication process. **(14)**
- OR**
- Q:2** Explain Basis of Brand Positioning. **(14)**
- Q:3** Explain importance of Brand Association. **(14)**
- OR**
- Q:3** Explain Brand Equity Responsibilities. **(14)**
- Q:4** Explain different types of Ambush Marketing. **(14)**
- OR**
- Q:4** Explain the reasons of Brand Revitalization in detail. **(14)**
- Q:5** Explain Ansoff's Growth Share Matrix. **(14)**
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