

**M.B.A. (GM-MM) Sem.-4 Examination****LS-408****P. & B. M.****Time : 2-30 Hours]****April-2025****[Max. Marks : 70**

Q-1	What does the brand essentially boils down to when you want to build your own brand? Elaborate on building a strong brand identity for your business.	14
Q-2	(A) What is Leveraging Secondary Brand Associations? Explain the conceptualizing process in creating New Brand Associations and Existing Brand Knowledge.  OR  B) As a Marketer, how will you to build, protect and sustain your brand equity that is so fundamental to your company's success? Explain the essential principles when managing and preserving your company's brand.	14
Q-3	A) Distinguish between Brand Expansion and Extension. How will you choose which brand names to use under 'House of Brands', 'Branded House' and 'Endorsement Brands'?  OR  B) Explain the phenomenon and challenges of Managing brands 'Over Time' and 'Over Geographic Boundaries'	14
Q-4	A) How to determine Market potential for any product or service? Also, explain the Market Analysis ie the assessment of a market that you wish to operate in.  OR  B) How will you explain a business's value and differentiate it from competitors by Brand Positioning? Under what circumstances does Repositioning becomes essential?	14
Q-5	What is meant by successful strategy to 'Reinforce' and 'Revitalize' a brand? Under what circumstances is it necessary?	14