

2/71

2205N619

Candidate's Seat No : _____

MBA-2 Sem.-4 & MBA-3 Sem.-6 Examination

Marketing

B. M.

May-2025

Time : 2-30 Hours]

[Max. Marks : 70

Instructions:

1. Questions 1 and 5 are compulsory. Questions 2, 3 and 4 have options.
2. Figures in brackets on the right indicate marks for that question.

Q-1. Answer both the following questions: (Both carry equal marks) (14)

1. What are the responsibilities of a brand manager in a product-based organization? Explain.
2. What are the major steps involved in designing a brand equity management system in an organization? Explain in short.

Q-2. Answer the following questions: (Both carry equal marks) (14)

1. What is customer-based brand equity? Explain the CBBE brand pyramid.
2. Differentiate between Line Filling and Line Extension strategies giving examples.

OR

Q-2. Answer the following questions: (Both carry equal marks) (14)

1. What are various ways of naming a brand? Give examples.
2. What are different reasons for companies to adopt a multi-branded product portfolio? Explain with examples.

Q-3. Answer the following questions: (Both carry equal marks) (14)

1. What are the different means through which a company can leverage secondary brand knowledge for its brand? Explain the role of 'people and places' in creating secondary associations for a brand with the help of appropriate examples.
2. Differentiate between Line Extension and Brand Extension strategies with examples.

OR

Q-3. Answer the following questions: (Both carry equal marks) (14)

1. Differentiate between Brand Inventory and Brand Exploratory.

(P.T.O)

N 6/9-2

2. Differentiate between Corporate branding and Individual branding giving examples. Also explain the concept of 'Family brand' with examples.

Q-4. Write Short Notes on the following with relevant examples: (Any two)

(14)

1. Brand Equity Charter vs Brand Equity Report
2. Brand Value Chain
3. Brand elements and their role in brand equity
4. Experiential marketing and Permission marketing and their role in brand equity
5. Role of IMC in building brand equity
6. Event marketing and its role in brand equity

Q-5. Answer both the questions: (Both carry equal marks)

(14)

1. Explain brand revitalization and brand repositioning strategies giving examples.
2. How would you create POPs and PODs for a new brand of chocolate for establishing its positioning strategy?
