

MBA 4th Semester Examination, 2025

MBA

(Brand Management)

PAPER — MBA-407D

Full Marks : 100

Time : 3 hours

Answer all questions

The figures in the right hand margin indicate marks

Candidates are required to give their answers in their own words as far as practicable

GROUP—A

Answer any eight questions : 5 × 8

- 1. What do you mean by brand ? Discuss the various elements of brand with suitable examples.**

(Turn Over)

2. "Marketers use different types of names as unique elements of a brand" – Illustrate your answer, highlighting the types of brand names with examples.
3. 'Brand mantra is the 'heart and soul' of a brand' – Comment.
4. What is tagline? Discuss with suitable examples the different types of taglines used for branding.
5. Explain the concept of brand extension. Discuss the potential advantages associated with it.
6. What is brand relaunch? When do marketers go for re-launching their brand?
7. "Brand do not die natural deaths, brands can be murrered through mismanagement" – Comment.

8. 'Is brand equity always positive' – Illustrate your answer with suitable examples.
9. Explain why is understanding the Brand Life Cycle crucial for effective brand management.
10. Why is brand audit important ? Discuss briefly.
11. Explain the concept of Co-branding with suitable example.
12. Write short note on 'Brand Repositioning'.

GROUP – B

Answer any four questions : 10 × 4

13. Discuss the role of brand positioning in creating a competitive advantage. Explain the different positioning strategies that a company can adopt.

14. What do you mean by strong brand ? Schematically explain the strategy to build strong brand with suitable examples.
15. What do you mean by 'Brand Rejuvenation' ? State the objectives of brand rejuvenation. Discuss briefly, various strategies marketers apply to rejuvenating a brand. (2 + 3 + 5)
16. Define the concept of 'brand equity'. Discuss the different models used to measure brand equity and explain their significance for brand managers.
17. How does rebranding differ from brand refresh ? Discuss the various types of rebranding commonly adopted by the marketers. 6 + 4
18. What do you mean by global brand ? As a marketing executive of an MNC company, how do you manage the brand of your company in the global markets ? 3 + 7

[Internal Assessment — 20 Marks]
