



MS – 512

VI Semester B.B.M. Examination, May 2016
(Semester Scheme) (F + R)
(2014-15 and Onwards)
BUSINESS MANAGEMENT
Paper – 6.5 : Elective Paper – III : Brand Management

Time : 3 Hours

Max. Marks : 100

Instruction : Answer should be given **only** in **English**.

SECTION – A

Answer **any 8** sub-questions. **Each** sub-question carries **2** marks : **(8×2=16)**

1. a) What is guarantee ?
- b) What is Product Life Cycle ?
- c) What is Brand Positioning ?
- d) What is Product Mix ?
- e) Give the meaning of Co-branding.
- f) What is Brand Awareness ?
- g) What is Sales Forecast ?
- h) What is product Differentiation ?
- i) Define Celebrity.
- j) List the steps of target Marketing.

SECTION – B

Answer **any 3** questions. **Each** question carries **8** marks : **(3×8=24)**

2. Explain the advantages of Product Management.
3. What are the roles of Packaging ?
4. What are the characteristics of Good Brand Name ?
5. What are the benefits of Brand Hierarchy ?

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SECTION - C

Answer ques. **10** and any **three** of the remaining. **Each** question carries **15** marks :

(4x15=60)

6. Explain the role of people and organization towards Brand Management.
 7. Explain the types of Branding Strategies.
 8. Explain Target Market Selection Process.
 9. Explain various types of product in detail with examples.
 10. Explain in detail the Product Life Cycle.
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SECTION – A

Answer **any 8** sub-questions. **Each** sub-question carries **2** marks.

(8×2=16)

1. a) What is Endorsement ?
- b) State any two features of a product.
- c) What is Brand Image ?
- d) Mention two differences between retailer and distributors.
- e) What is market potential ?
- f) Give the meaning of consumer analysis.
- g) What are core-products ?
- h) What is brand positioning ?
- i) Give the meaning of co-branding.
- j) What is brand hierarchy ?

SECTION – B

Answer **any 3** questions. **Each** question carries **8** marks.

(3×8=24)

2. Define product management. Explain the importance of product management.
3. Discuss the various elements of brand equity.
4. What is brand ? State its features.
5. What is product life cycle ? Explain the various stages of product life cycle.

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SECTION - C

Answer Question No. 10 and **any three** of the remaining. **Each** question carries **15** marks. **(4x15=60)**

6. Explain the factors influencing designing the product.
7. Discuss the different types of brand strategy.
8. Briefly explain the measuring sources of brand equity and consumer mind set.
9. What is sales forecast ? Explain the various factors influencing the sales forecast.
10. Explain the role of people and organization towards brand management.