



Sanjay Ghodawat University, Kolhapur

Established as State Private University under Govt. of Maharashtra. Act No XL, 2017

2018-19

EXM/P/09/01

Year and Program: 2018-19

School of Commerce and
Management

Department of SY MBA

Course Code: MMC MM 607

Course Title: Brand
Management

Semester – III

Day and Date:

Monday 14 Dec 18

End Semester Examination
(ESE)

Time: 10.00 am to 1.00 pm
Max Marks: 100

Instructions:

- 1) All questions are compulsory.
- 2) Assume suitable data wherever necessary.
- 3) Figures to the right indicate full marks.

Q.1	Attempt any Two	Marks	Bloom's Level	CO
a)	Identify need of having a brand for a company.	07	L ₁	CO1
	OR			
a)	Elaborate Brand building process	07	L ₁	CO1
b)	Discuss sources of Brand equity with example.	08	L ₁	CO2
	OR			
b)	Clarify any two methods of measuring Brand equity.	08	L ₁	CO2
Q.2	Attempt any Two	Marks	Bloom's Level	CO
a)	Analyze Brand Resonance.	07	L ₂	CO3
	OR			
a)	Explain advantages of celebrity endorsement with example.	07	L ₂	CO3
b)	Discuss concept of brand positioning with example of Fast Moving Consumer Good?	08	L ₃	CO4
	OR			
b)	Illustrate brand personality with an example.	08	L ₃	CO4

Q.3	Attempt any Two			
a)	Illustrate process to select brand name.	08	L ₁	CO1
b)	Explain importance of brand value.	08	L ₁	CO2
c)	Discuss Co-branding with example.	08	L ₂	CO3
d)	What are research techniques for brand positioning?	08	L ₃	CO4
Q.4	Attempt any Two			
a)	Discuss techniques to determine Brand Awareness.	09	L ₂	CO5
b)	Discuss brand equity prism.	09	L ₂	CO5
c)	Explain customer value.	09	L ₅	CO5
Q.5	Attempt any Two			
a)	How brand name can be selected? Discuss with example	09	L ₅	CO6
b)	Illustrate reinforcing brand.	09	L ₅	CO6
c)	How revitalizing of brand is made explain with example.	09	L ₅	CO6
Q.6	Attempt any Three			
a)	What is brand identity?	06	L ₂	CO5
b)	Discuss experiential brands	06	L ₂	CO5
c)	Elucidate types of brand extension?	06	L ₂	CO6
d)	Explain disadvantages of brand extension.	06	L ₂	CO6
