PRN:		Course Code :	PBAMM206R

First Year **MBA** Backlog End Semester Examination Winter 2024

Brand Management

000484

Day and Date: Sat 30 NOV 2024 Max Marks: **50** 000487

Time : 02:00PM To 04:00PM Duration: **02**hrs

Instructions:All questions are compulsory.

			Marks	Bloom's Level	CO
Q.1		**Attempt any two from the following**			
	a)	Identify and analyze factors that influence leading telcom brand "Airtel" potential for success and sustainability.	06	4	1
	b)	Investigate the iterative nature of the brand placement process	06	4	1
	c)	Assess the importance of strategic brand planning in guiding brand development, activation, and management initiatives	06	4	1
Q.2		**Attempt any two from the following**			
	a)	Analyze the role of celebrity endorsements in brand placements and positioning with suitable examples.	06	5	2
	b)	Assess the impact of co-branding strategies on brand equity and brand value.	06	5	2
	c)	Design a comprehensive brand positioning strategy for a new fintech company.	06	5	2
Q.3		**Attempt the following**			
	a)	Evaluate the advantages and disadvantages of implementing Britaniana Ltd and Tata approach of branding	06	4	3
	b)	Analyze the effectiveness of different brand promotion methods in enhancing brand awareness	07	4	3
		or			
	b)	Analyze the role of brand associations in shaping consumer perceptions and brand positioning	07	4	3
Q.4		**Attempt the following**			
	a)	Explain the concept of brand architecture and its importance in designing branding strategies?	06	3	4
	b)	Pursue a brand extension for one of for a well-established	07	5	4

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fashion outlet

or

b)	Propose a brand growth strategy for a 5 star hotel chain facing increased competition in the market	07	5	4

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