DECEMBER 2023 **P/ID 77943/RMBM4**

Time : Three hours Maximum : 80 marks

PART A — (10 × 2 = 20 marks)

Answer any TEN questions in 50 words each.

1. Define Brand Management.

2. What is Brand Image?

3. Write a brief note on Point of Distribution.

4. Cite an example for Brand Promise.

5. What do you mean by Brand Reputation Risk?

6. Describe Category Point of Parity. -

7. How to develop a Unique Brand Identity?

8. What is Reflection in Brand Identity Prism?

9. Mention any Two Characteristics of Brand Loyalty.

10. Cite few examples for Cult Brand.

11. What is Brand Rejuvenation?

12. Define Global Branding.

PART B — (5 × 6 = 30 marks)

Answer any FIVE questions in 250 words each

13. Distinguish between Brand and Product with example.

14. Describe the Layers of a Brand.

15. Propose a Strong Brand Positioning Strategy for a Diary Product in India,

16. How Points of Parity helps in building a Winning Brand?

17. Evaluate the success of Symbolic Brands with examples.

18. Classify the Types of Brand Extension.

19. Discuss the Challenges in Branding Services.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions in 500 words each.

20. Discuss the Challenges and Opportunities in Branding.

21. How Twitter build a Brand? Examine the Role of Social Media in Brand Building.

22. Categorize the Types of Brand Association with examples.

23. What is Brand Architecture? Illustrate the Brand Architecture of Amazon.

24. Inspect the Impact created by Indian Brands in Global Market with example.

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