

# *National Institute of Technology, Hamirpur (HP)*

## **MBA**

**Branch: MBA**

**Semester: 3<sup>rd</sup>**

**Course Name: Product and Brand Management**

**Course Code : MB-711**

**Time: 120 min (December, 2020)**

**Maximum Marks: 50**

### **PART-A**

*Note: All questions are compulsory and each question carry 2 marks.*

(10 Marks)

Q.1 Define Brand equity.

Q.2 Discuss points of parity and points of difference.

Q.3 How does a marketer builds brand loyalty?

Q.4 Brand reinforcement plays an important role in enhancing brand equity. Elucidate

Q.5 Discuss the concept of perceptual mapping. Draw a perceptual map of brands of laptop with two dimensions i.e. technology & price in x and y axis respectively.

### **PART-B**

(50 Marks)

*Note: Attempt all questions, each question carry 5 marks*

Q.1. What is meant by Brand Positioning? Discuss its importance in terms of success of any brand. When does a marketer reposition a brand?

Q.2 Discuss the steps involved in brand management process.

Q.3 Explain the role of celebrity endorsement with successful brands in India. Do you think celebrity controversy escalate the image of a brand justify your answer.

Q.4 Explain the function and significance of brand with example. Also state different elements of branding.

Q.5 Write short notes (Any two)

(2.5x2 Marks)

(i) Brand Portfolio

(ii) Building brands in Indian market

(iii) Brand personality

(iv) Private label brands

Q.6 Examine branding in global markets. Explain the different branding strategies to be followed when a product is marketed globally.

Q.7 What do you mean by brand extension? What are its advantages and disadvantages?

Q.8 Discuss what factors contribute to the success or failure of a brand in the market place by picking up one example each from an FMCG and Consumer Electronics of your choice.