



SM – 537

VI Semester B.B.A. Examination, May/June 2018  
(CBCS) (F+R) (2016 – 17 & Onwards)  
Paper – MK-6.5 : Elective Paper – III : BRAND MANAGEMENT

Time : 3 Hours

Max. Marks : 70

**Instruction :** Answers should be written in **English** only.

SECTION – A

Answer **any five** questions. **Each** question carries 2 marks. (5×2=10)

1. a) What is product line ?
- b) Give the meaning of product planning.
- c) Define product life cycle.
- d) What is brand management ?
- e) What is brand equity ?
- f) What is market segmentation ?
- g) What do you mean by product branding ?

SECTION – B

Answer **any three** of the following questions. **Each** carries 6 marks. (3×6=18)

2. What are the reasons for new product failure ?
3. What is sales forecast and explain its advantages ?
4. What are the advantages of brand positioning ?
5. What are the bases of market segmentation ?
6. What is brand extension ? Explain its advantages.

P.T.O.



SECTION - C

Answer **any three** of the following questions. **Each** question carries **14** marks. **(3x14=42)**

- 7. What are the elements of product differentiation ?
- 8. Explain brand challenges and opportunities.
- 9. Explain the importance of international marketing.
- 10. What is brand building ? Explain the steps in brand building.
- 11. Explain the types of branding strategies.

SECTION - B

Answer any three of the following questions. Each carries 6 marks. (3x6=18)

- 1. What are the reasons for new product failure ?
- 2. What is sales forecast and explain its advantages ?
- 3. What are the advantages of brand positioning ?
- 4. What are the bases of market segmentation ?
- 5. What is brand extension ? Explain its advantages.