

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

references to a more Max. Marks: 70 Time: 3 Hours

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.

 $(3 \times 6 = 18)$ 

- 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.

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## SECTION - C A B B TORENTE N

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.

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SECTION - B

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What are the bases of market segmentation ?

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