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(A-44)

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SARDAR PATEL UNIVERSITY

4th BBA ITM (Honors) EXAMINATION (VIII SEMESTER)

Wednesday, 22nd April, 2015

2.30P.M. TO 4.30P.M.

SUBJECT: BRAND MANAGEMENT-II

CODE: UM08EBBI01

- Note:
1. Figure to the right indicates full marks.
 2. All questions carry equal marks.

Total Marks: 60

Q.1 Explain different methods of cost based brand valuation with examples. [15]

OR

Q.1 (a) Write a note on retail branding. [07]

(b) Discuss branding of newly established Multi specialty hospital. [08]

Q.2 What is brand extension? Discuss types of brand extensions with examples. [15]

OR

Q.2 (a) Discuss pros and cons of brand extensions with current examples. [10]

(b) What are the different factors would you consider while extending your brand. [05]

Q.3 What is brand rejuvenation? Discuss reasons of brand rejuvenation with examples. [15]

OR

Q.3 (a) What is brand aging? Explain reasons of brand aging. [08]

(b) Explain stages of brand repositioning. [07]

Q.4 Explain in detail branding on internet by giving example. [15]

OR

Q.4 Discuss various strategies of branding which are being implemented by e business firms. [15]
