

(A-18)

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SARDAR PATEL UNIVERSITY
B.B.A. (VIII-SEMESTER) EXAMINATION

TUESDAY, 12TH APRIL 2016
02-30 PM to 04-30 PM

BRAND MANAGEMENT- II: U008EBBI01

Total Marks: 60

Q-1 What is brand valuation? Explain cost based brand valuation method. 15

OR

Q-1 Differentiate between industrial branding and service branding. 15

Q-2 Clarify the concept of brand extension and discuss the types of brand extensions. 15

OR

Q-2 Describe the factors affecting brand extension. 15

Q-3 What is brand rejuvenation? State the need for rejuvenation. 15

OR

Q-3 Discuss the stages of repositioning. State the reasons for repositioning. 15

Q-4 Write a detailed note on: E-Business Strategy. 15

OR

Q-4 Write short notes on: 15

(A) Marketing and the Internet.

(B) E-Business Strategy and Branding.

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