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SEAT No. _____

[49]

SARDAR PATEL UNIVERSITY
B.B.A. (ITM) (VIII Semester) (Regular) EXAMINATION
Thursday, 12th April 2018
2.00 p.m. to 4.00 p.m.
BRAND MANAGEMENT - II
(UM08EBBI01)

Maximum Marks: 60

Q.1 "There are various ways to value a brand". Discuss the statement with reference to Cost based valuation of brand with relevant examples. 15

OR

Q.1 A Clarify the concept of retail branding and discuss its importance in present day scenario. 10

Q.1 B Write a note on service branding. 05

Q.2 What do we mean by the term "Brand Extension"? Discuss in detail major types of brand extension with real life illustrations. 15

OR

~~Q.2~~ What do we mean by the term "Brand Extension"? Explain the significance of extension and also describe major factors affecting extension decision. 15

Q.3 Write a note on ANY THREE from the following: 05×03=15

- 1) Aging of Brand.
- 2) Importance of Brand Rejuvenation.
- 3) Stages of Brand Repositioning.
- 4) Reasons for Repositioning.
- 5) Concept of Rejuvenation with real life illustration.

Q.4 Clarify the concept of E-Branding and discuss in detail various ways to build brand online. 15

OR

Q.4 "Internet has positively contributed towards increase in sales of goods." Examine the statement with real life illustrations. 15

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