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SEAT No. _____

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SARDAR PATEL UNIVERSITY
Fourth Year BBA. (Honors) (Information Technology Management)
SEMESTER - VIII
Wednesday, April 10, 2019
2.00 P.M. TO 4.00P.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 various methods of brand valuation. (15)
- OR
- Q.1 Write note on: (15)
1) Retail branding
2) Service branding
- Q.2 Discuss different types of brand extensions. (15)
- OR
- Q.2 Explain factors affecting brand extension. (15)
- Q.3 Explain need for rejuvenation with examples. (15)
- OR
- Q.3 Discuss in detail stages of repositioning. (15)
- Q.4 Explain in detail E-Business Strategy. (15)
- OR
- Q.4 Explain the management of 4Ps for internet based marketing and branding of products and services with relevant examples. (15)

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