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Sardar Patel University
MBA Fourth Semester Examinations, April 2009
Monday, 13.4.2009
11.0 am to 2.00 pm
Brand Management
MM 211

Weightage 60 %

Attempt all questions
Equal Weightage

- Q.1 Discuss the four main steps of brand building (identity, meaning, response and relationship) in brief. 12
- Q.2 With the help of some suitable example discuss the concept of brand – value chain. What is the role of programme, customer value and market multipliers in this regard? 12
- Q.3 Differentiate between Category related and Image related brand extension strategies. How consumers evaluate such extensions? 12
- Q.4 What is meant by revitalizing a brand? Taking example of 'Lux' toilet soap discuss how an old brand can be revitalized? 12
- Q.5 Differentiate between informational and transformational creative strategies. How they are useful in creating brand value? Explain with the help of some suitable examples. 12

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