

Roll No.

Printed Pages : 2

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MMS/D-13

BRAND MANAGEMENT

Paper-MM-303

Time allowed : 3 hours]

[Maximum marks : 70

Note : Attempt any **eight** questions from **Part-A** and any **three** questions from **Part-B**.

Part-A

Write notes on :

1. Private branding.
2. Brand revitalization.
3. PoPs and PoDs
4. Evolution of brand.
5. Brand hierarchy.
6. Levels of brand personality.
7. Market based approach of brand valuation.
8. Managing experiential brands.
9. Risks of line extension.
10. Explain how long lasted brands evolved over time especially focusing on target market changes.

8×5=40

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[Turn over

(2)

Part-B

11. The 'Surf' brand of HUL continues to be strong player in Indian detergent market for over five decades. Analyze the campaigns given below and throw light on brand evolution using 'Surf' as case study.
 - Lalitaji Campaign
 - Dhoondte reh jaoge
 - Daag acche hain
12. Explain the process of building a brand by selecting the case of any brand.
13. Can identity changes adversely affect the brand ? If yes, explain with suitable examples. Also discuss different dimensions of brand identity prism.
14. What are various types of brand extensions ? Discuss the advantages of brand extensions.
15. Why positioning of a brand is necessary ? Discuss with the help of suitable examples, the various strategies to position brands in market place.

3×10=30

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