



SA – 826

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VI Semester B.B.M. Examination, April/May 2015  
(2014-15 and Onwards) (Freshers)  
(Semester Scheme)

**BUSINESS MANAGEMENT**

**Paper – 6.5 : Elective Paper – III : Brand Management**

Time : 3 Hours

Max. Marks : 100

**Instruction :** Answer should be given **only in English**.

SECTION – A

Answer **any 8** sub-questions. **Each** sub-question carries **2** marks.

**(8×2=16)**

1. a) What is Endorsement ?
- b) State any two features of a product.
- c) What is Brand Image ?
- d) Mention two differences between retailer and distributors.
- e) What is market potential ?
- f) Give the meaning of consumer analysis.
- g) What are core-products ?
- h) What is brand positioning ?
- i) Give the meaning of co-branding.
- j) What is brand hierarchy ?

SECTION – B

Answer **any 3** questions. **Each** question carries **8** marks.

**(3×8=24)**

2. Define product management. Explain the importance of product management.
3. Discuss the various elements of brand equity.
4. What is brand ? State its features.
5. What is product life cycle ? Explain the various stages of product life cycle.

P.T.O.



SECTION – C

Answer Question No. **10** and **any three** of the remaining. **Each** question carries **15** marks. **(4×15=60)**

6. Explain the factors influencing designing the product.
  7. Discuss the different types of brand strategy.
  8. Briefly explain the measuring sources of brand equity and consumer mind set.
  9. What is sales forecast ? Explain the various factors influencing the sales forecast.
  10. Explain the role of people and organization towards brand management.
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