



MS – 512

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VI Semester B.B.M. Examination, May 2016
(Semester Scheme) (F + R)
(2014-15 and Onwards)
BUSINESS MANAGEMENT

Paper – 6.5 : Elective Paper – III : Brand Management

Time : 3 Hours

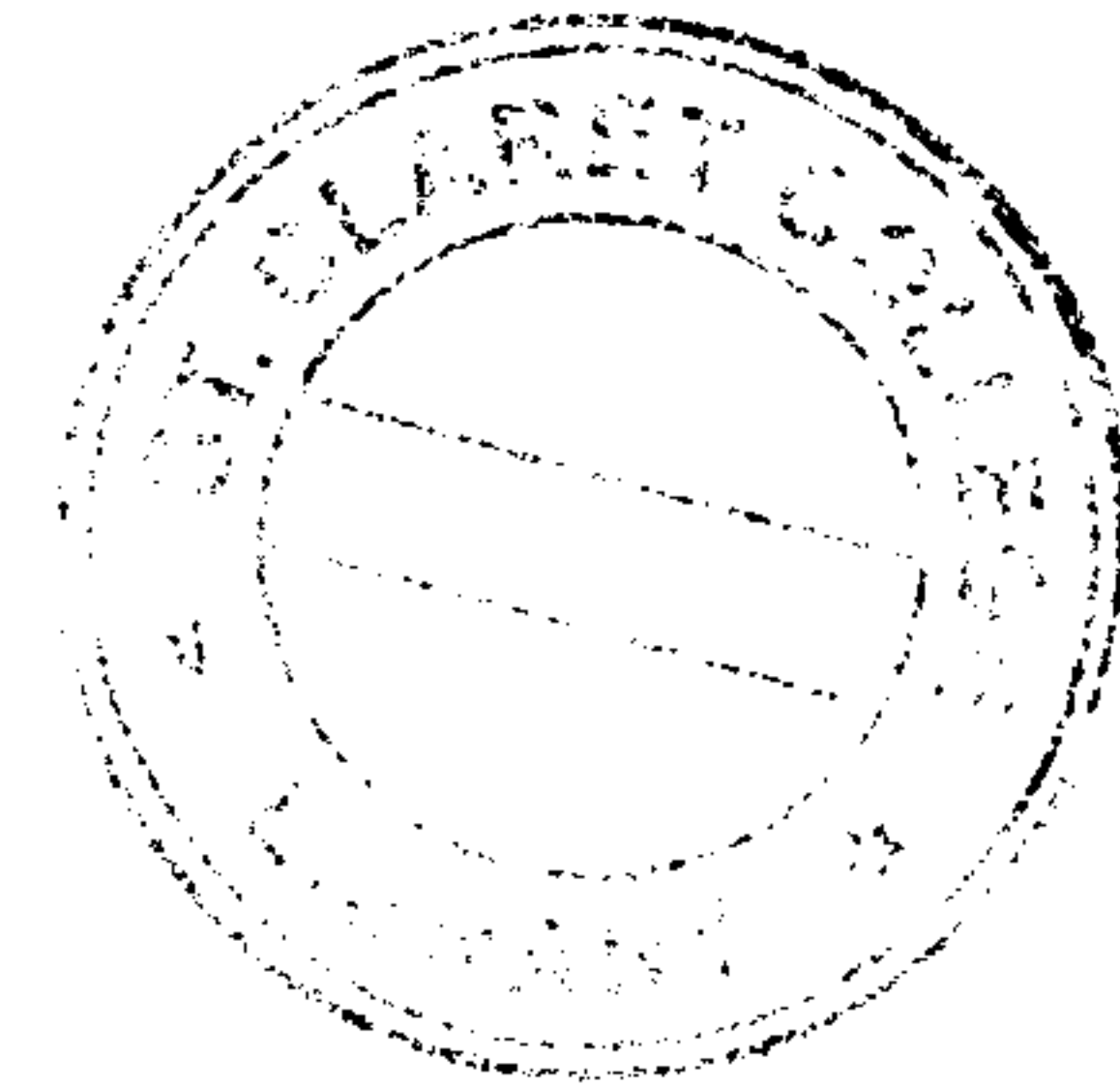
Max. Marks : 100

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 guarantee ?
- b) What is Product Life Cycle ?
- c) What is Brand Positioning ?
- d) What is Product Mix ?
- e) Give the meaning of Co-branding.
- f) What is Brand Awareness ?
- g) What is Sales Forecast ?
- h) What is product Differentiation ?
- i) Define Celebrity.
- j) List the steps of target Marketing.



SECTION – B

Answer **any 3** questions. **Each** question carries **8** marks : **(3×8=24)**

2. Explain the advantages of Product Management.
3. What are the roles of Packaging ?
4. What are the characteristics of Good Brand Name ?
5. What are the benefits of Brand Hierarchy ?

P.T.O.



SECTION – C

Answer ques. **10** and any **three** of the remaining. **Each** question carries **15** marks :

(4×15=60)

6. Explain the role of people and organization towards Brand Management.
 7. Explain the types of Branding Strategies.
 8. Explain Target Market Selection Process.
 9. Explain various types of product in detail with examples.
 10. Explain in detail the Product Life Cycle.
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