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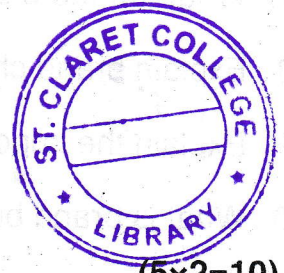
VI Semester B.B.A. Examination, May/June 2018
(CBCS) (F+R) (2016 – 17 & Onwards)

Paper – MK-6.5 : Elective Paper – III : BRAND MANAGEMENT

Time : 3 Hours

Max. Marks : 70

Instruction : Answers should be written in **English** only.



SECTION – A

Answer **any five** questions. **Each** question carries **2** marks.

(5×2=10)

1. a) What is product line ?
b) Give the meaning of product planning.
c) Define product life cycle.
d) What is brand management ?
e) What is brand equity ?
f) What is market segmentation ?
g) What do you mean by product branding ?

SECTION – B

Answer **any three** of the following questions. **Each** carries **6** marks.

(3×6=18)

2. What are the reasons for new product failure ?
3. What is sales forecast and explain its advantages ?
4. What are the advantages of brand positioning ?
5. What are the bases of market segmentation ?
6. What is brand extension ? Explain its advantages.

P.T.O.



SECTION – C

Answer **any three** of the following questions. **Each** question carries **14** marks. **(3×14=42)**

7. What are the elements of product differentiation ?
 8. Explain brand challenges and opportunities.
 9. Explain the importance of international marketing.
 10. What is brand building ? Explain the steps in brand building.
 11. Explain the types of branding strategies.
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