



US – 571

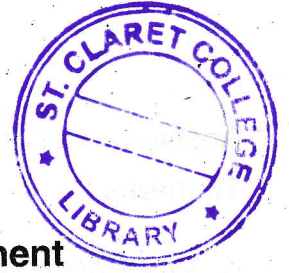
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VI Semester B.B.M. Examination, May 2017

(Repeaters) (2014-15 and Onwards)

BUSINESS MANAGEMENT

Paper – 6.5 : Elective Paper – III : Brand Management



Time : 3 Hours

Max. Marks : 100

Instruction : Answers 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 product strategy ?
b) What is brand image ?
c) List the steps of target marketing.
d) What is product mix ?
e) Define product development.
f) What is brand hierarchy ?
g) What is brand management ?
h) State any two objectives of product management.
i) What is brand leverage ?
j) Give the meaning of co-branding.

SECTION – B

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

(3×8=24)

2. Explain the various components of product planning.
3. What are the roles of packaging ?
4. Explain the importance of Brand Hierarchy.
5. Discuss the various elements of a brand.

P.T.O.



SECTION – C

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

(4×15=60)

6. What do you mean by sales forecasting ? Explain various methods of sales forecasting.
 7. Discuss various stages of brand development.
 8. Explain the concept of product life cycle.
 9. Explain important features of a product.
 10. Discuss the different types of brand strategy.
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